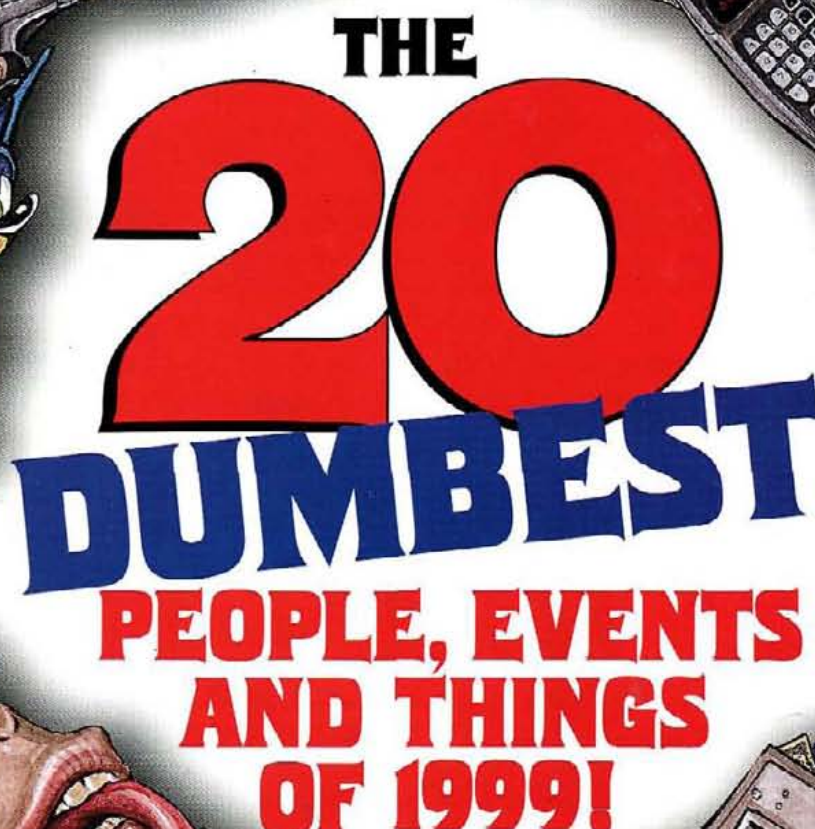


THE SOPRANOS • THE SIXTH SENSE

IND



**THE
20
DUMBEST
PEOPLE, EVENTS
AND THINGS
OF 1999!**

Our List
of the 12
Dumbest
Lists of
the Year

THE #1 NEW YORK TIMES BESTSELLER

UNITED STATES

#389 JANUARY 2000 \$2.95 CHEAP!

0 74470 33230 5

012

BLAM!

**FREE
GIFT!**

(Subscriber's
Exclusive)

Be Dumb All Ye Faithful...!

Subscribe to MAD!

For yourself and your so-called loved ones!

And yule get a high-quality* Alfred E. Neuman key chain absolutely **FREE** with every paid subscription!!

**IT'S
FREE!**

This official MAD key chain is a life-size 2 3/4" and is Board Certified to hold both house and car keys!

Our Pledge: This key chain looks better in reality than it does here!

PLUS

Save a whopping **\$11.88** off the newsstand price!!!

12 Issues for \$24!

For Faster Credit Card Service (Visa and MasterCard) CALL

1-800-4 MAD MAG!

(Mon - Fri: 8 am to 11 pm Sat: 9 am to 6 pm Eastern Time. U.S.A. and Canada Orders Only!)

Fill out the coupon below or use one of the annoying postpaid cards stuffed somewhere in this issue to get your subscription rolling!

MAD P.O. Box 52345 Boulder, CO 80322-2345

YES! I'd like to receive 12 issues of MAD for only \$24, PLUS my FREE Alfred E. Neuman key chain!

Name _____

PLEASE PRINT

Address _____

City _____

State _____ Zip _____

☐ Payment enclosed ☐ Bill me later

Outside U.S. (Including Canada) price is \$30 (includes GST tax) Funds payable by Money Order or Check drawn on a U.S.A. Bank. Please allow up to 8 weeks for delivery of first issue

*By "high quality" we mean the best that can be produced for under a buck by jolly singing elves in a poverty-stricken, backward Third World nation with no technical skills or standards.

I'd also like to dump a 12-issue subscription and lousy key chain on one of my close enemies for \$24! (And send a cheery gift announcement blaming me!)

Name _____

PLEASE PRINT

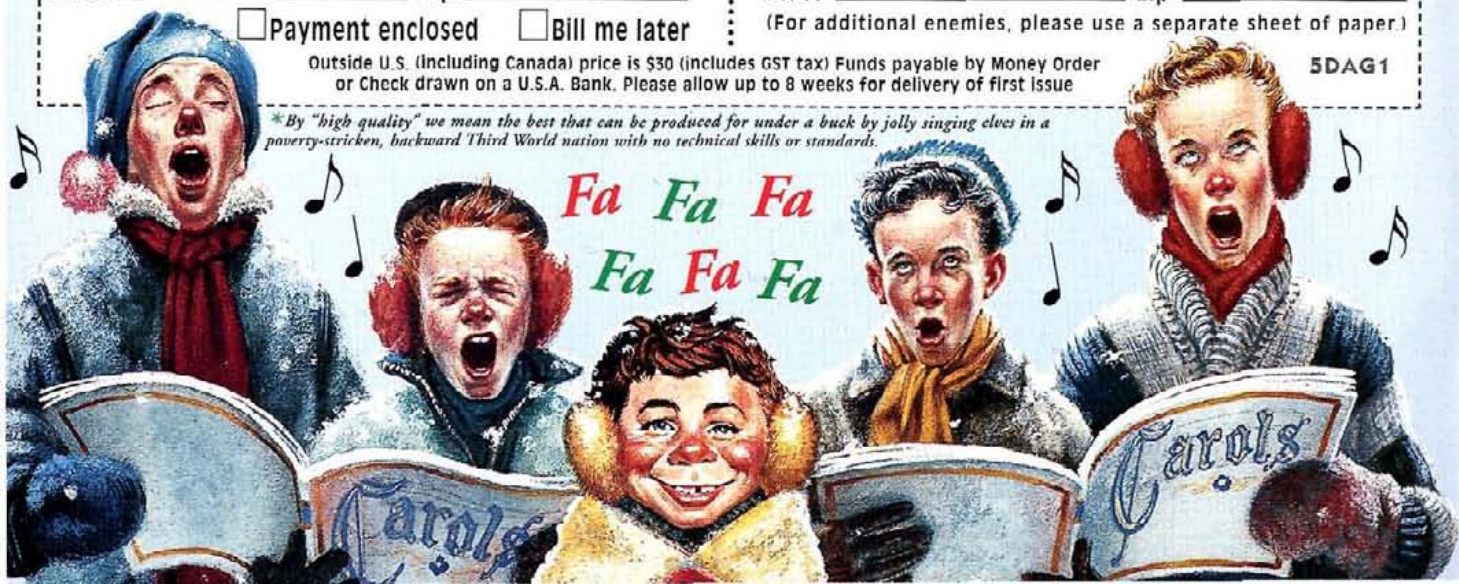
Address _____

City _____

State _____ Zip _____

(For additional enemies, please use a separate sheet of paper.)

5DAG1

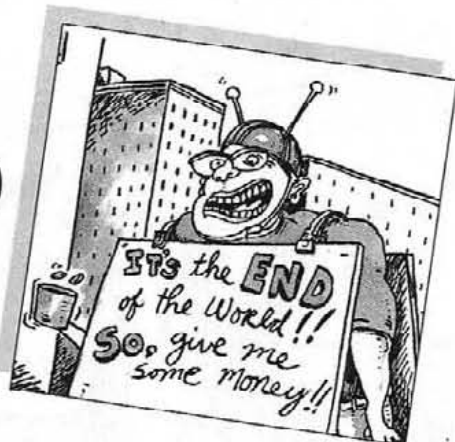


MAD

JANUARY 1900

NUMBER 389

40



44



DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT:

Random Samplings of Reader Mail..... 4

GUNS 'N' NEUROSIS DEPARTMENT:

"The Supremos" (A MAD TV Satire)..... 6

ANGSTER'S PARADISE DEPARTMENT:

Monroe &...Christmas..... 12

TALES FROM THE DUCK SIDE DEPARTMENT:

Absurd Man Of Alcatraz..... 16

THE MAD 20

Page 17



22



FRONT COVER ARTIST: DREW FRIEDMAN

Our Second
Annual Review
of the
**20 Dumbest
People, Events
and Things
of the Year!**
**IN
FULL COLOR!**

The
Umpires
Strike Out

Stock
Market
Frenzy

Latin Music
Mania

Pamela Anderson's
Breast
Reduction

Tae-Bo
Fitness For Fools

Kennedy
Crash
Coverage

George W. Bush's
Snow Job

Teen
Exploitation
Flicks

Jerry Falwell
Takes On
Timmy-Wimpy

Y2K Panic

Monica
Tells All

List-O-
Mania!

Beanie Babies
Retire?

The Blair
Witch Project

Jar-Jar
Binks

Carpetbagger
For Senate

Woodstock
'99

Gun
Violence

Sega's
Dreamcast

A NEW SERIES for the NEW MILLENNIUM

(BIG DEAL!)

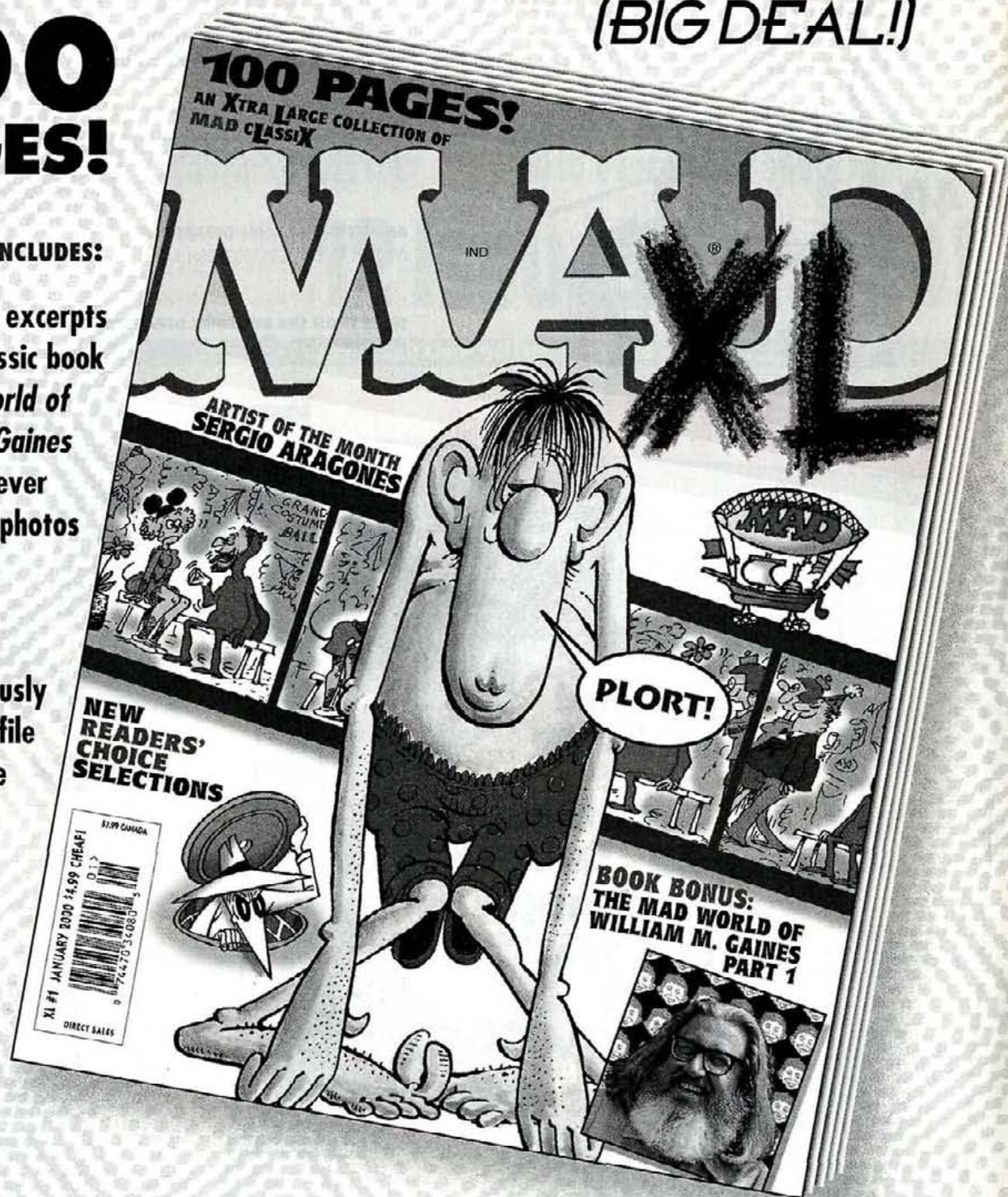
100 PAGES!

EACH ISSUE INCLUDES:

- * Exclusive excerpts from the classic book *The Mad World of William M. Gaines* with rare, never before seen photos and original artwork!

- * A ridiculously in-depth profile of one of the *Usual Gang of Idiots*!

- * Reader-Selected Favorites & More!



ON SALE NOW

wherever magazines are sold!

To read a special preview from *The Mad World of William M. Gaines* go to www.madmag.com

THIS MONTH IN HISTORY

JANUARY						
SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

One Gazillion B.C.
— God Invents Rain

One Gazillion B.C. —
Ron Popeil Invents
The Pocket Umbrella

1961
Fire Retardant
Whoopie Cushion
Invented For
Electric Chair

Hecky
Peckersmith
Assassinated

Peckersmith
Assassination
Proved To Be Hoax

1984
First Annual
Heterosexual White
Guy Pride Parade
Held in Cincinnati

Hecky
Peckersmith
Begins Book Tour



MORE DEPARTMENTS

DEAD MAN WORKING DEPARTMENT:
"The Sick Sense" (A MAD Movie Satire).....**33**

SERGE-IN GENERAL DEPARTMENT:
A MAD Look at Parking.....**37**

THE SCHMUCKS STOP HERE DEPARTMENT:
Melvin and Jenkins' Guide to the Millennium.....**40**

JOKE AND DAGGER DEPARTMENT:
Spy Vs. Spy.....**42**

OH LITTLE TOWN OF WASHINGTON DEPARTMENT:
MAD's Political Christmas Carols.....**44**

BORN OOZERS DEPARTMENT:
It's a Pustule...It's a Fever Blister...
It's a Canker Sore.....**47**

GRIEVING LAS VEGAS DEPARTMENT:
MAD's Celebrity Cause-of-Death Betting Odds....**48**

MARGINAL THINKING DEPARTMENT:
"Drawn Out Dramas"
by Sergio Aragones.....**Various Places
Around the Magazine**

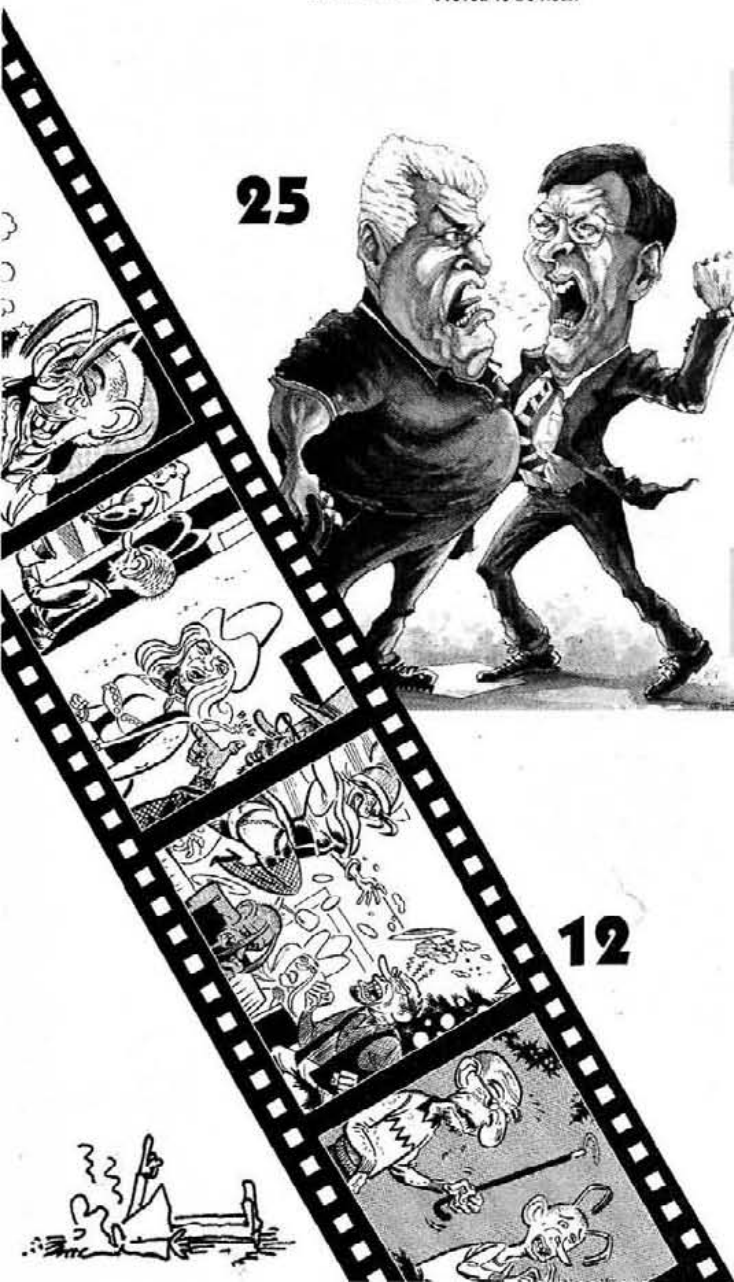
The reason most people
talk to themselves is
because they're often the
only ones who will listen!



25



12





HOW TO REACH US
 Please Address Correspondence
 To: MAD, Dept. 389, 1700
 Broadway, New York, New York
 10019. MAD welcomes reader
 submissions. Manuscripts will not
 be returned or acknowledged,
 however, unless they are accom-
 panied by a self-addressed,
 stamped envelope! MAD doesn't
 read faxed submissions!

NOT THE ANSWER HE EXPERCTED

Your new column on the letters and tomatoes department "The Answer Mad" is the stupidest idea you guys have ever had. First of all, it is not the least bit humorous, and secondly, it takes up valuable space for reader mail. I'm sure you get more mail than you can handle from idiots like me, and yet, you have the nerve to print some dumb letter there.

Sean Abramowitz, Coralville, IA

Seany — Thank you for your astute letter. You are correct, space is short on the MAD letters page and we do receive more mail than we are able to answer. As a result of this, we are forced to keep our response to you terse. Here goes: You're a schmuck! —Ed.

POKING POKÉMON

When I read issue #386 I saw that you were raging on Pokémon. Finally someone makes fun of that stupid pointless show. You guys rule. I think that anyone that likes that show must be on some hard core drugs. And Pikachu, what the hell is that? I have been waiting so long for someone to tell how truly dumb that show is. You have fulfilled my dumb wish! Thank you!

Adam Urbina, San Francisco, CA

Adam's Apple — Thank you for your wonderful letter. Because it was so astute we do not feel the need to insult you and rather will use the valuable space allotted for your response to continue to insult that nimrod Sean Abramowitz. Sean — You're still a schmuck! —Ed.

Make A Dumb Wish Foundation™

Here's my dumb wish: I didn't begin saving MAD Magazines until just recently and I missed many of MAD's covers. So, with that said, I'd like to ask you to dig into your MAD archives and send me a copy of each cover since Alfred appeared. I feel as if I'm missing out on such hilarity and I'm quite earnest in my request.

Kiernan Schmitt, Wallingford, CT

Schmitty — As you know, the *Make A Dumb Wish Foundation™* was created to make the dumb wishes of our dumb readers come true. Unfortunately, your wish doesn't qualify as dumb. In fact, nary a day goes by that we don't receive a plethora of requests for MAD in one form or another. Which is why we have released *Totally MAD*, a seven CD-ROM collection of all 22,000 pages of MAD (1952-1998 including covers) from the fine folks at Broderbund. So we're sorry your wish didn't make the dumb list, but we hope *Totally MAD* makes your holiday wish list! (P.S. Working in this shameless plug was our dumb wish!) —Ed.

A BIG HAND FOR THE LITTLE LADY

A few days ago, I went to my local grocery store and spotted the latest issue of MAD. I looked through it carefully, but decided not to buy it. Why? Because of what I saw on the front and back covers. I know that Pokémon, like all fads and follies, is fair game for satire. But why, oh why must the satire involve inventive ways of killing the poor thing? The back cover, "Dr. Kevorkian's Children's Book Club" was just as cruel. You have stepped over the line between comedic naughtiness and just plain tastelessness. You should realize that killing animals (even cartoon ones) is not funny. Dismembered bodies are not funny. Vomit is not funny. Grossness for the sake of grossness is just not funny. I would rather see a big "finger" (remember the cover of issue #166) than the current parade of bodily fluids and attacks on undeserving victims.

Jennie Brown,
Santa Ana, CA

Jen — You'd much rather see a big "finger" on the cover? Well, your wish is our command! This one's just for you! Thanks for writing! —Ed.



MAD BLURBS

Actual quotes that prove
the world is going MAD

This Month:
Monty Python's Terry Gilliam

"I grew up
with Mad magazine,

which was satirical but also playfully non-sensical. That had a lot to do with Willy Elder's drawings, because he just couldn't stop himself putting a million gags in every frame. It was silly beyond belief, and wonderful because it was so smart. Mad became the Bible for me and for my whole generation; all the guys who did underground comics in the sixties were raised on Mad, which had started in 1952. It was precise, because the editor, Harvey Kurtzman, was a real taskmaster. A lampoon had to look exactly like the real thing, and he insisted on real craftsmanship. This is what we ended up with on Python."



—Excerpted from the book: *Gilliam On Gilliam*
published by Faber and Faber © 1999.

FAX MAD At
(212) 506-4848!

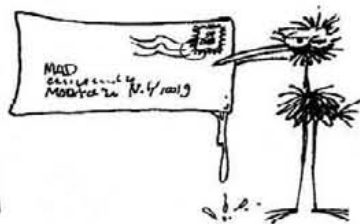
MAD #390
ON SALE JANUARY 18!

**ATTENTION
SUBSCRIBERS**
For all subscription-
related matters (including
change of address) in the
U.S. and Canada, please call
1-800-4 MAD MAG or write
P.O. BOX 52345, Boulder,
CO 80322-2345! Please DO
NOT phone, write, fax or E-
mail our New York office—
we're too dumb to
help you there!



MAD CELEBRITY SNAPS

This month's celebrity snap comes from Matt Gibeau of Olympia, WA, who got up at 3:30 in the morning to have his photo taken with *Today Show* weatherman Al Roker! This photo was taken moments before young Matt was consumed by a ravenous Roker during a commercial break. Nevertheless, we are happy to send a three-year subscription to Matt's estate!



William M. Gaines
founder

Jenette Kahn
president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

Editorial:

Charlie Keady & Joe Raiola
senior editors

David Shayne associate editor
Amy Mavrikis assistant editor

Dick DeBartolo
creative consultant

Annie Gaines managing editor

Dorothy Crouch vp-licensed
publishing and associate publisher

Art Department:
Sam Viviano art director

Nadina Simon
associate art director

Leonard Brenner
graphics consultant

Thomas Nozkowski production

Marla Wyche
production artist

Circulation:

Daniel Brown director-business development
& mass market sales
Tracy Bowen manager-newsstand sales

Administration:

Patrick Caidon vp-finance & operations
Alison Gill exec. director - manufacturing
Lillian Lasserson vp & general counsel

Contributing Artists And Writers the usual gang of idiots

MAD (ISSN 0094-9210) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscriptions in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$69.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 1999 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 52345, Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Required by 39 U.S.C. 3685)

1. Publication Title: MAD. 2. Publication No.: 324-520.
3. Filing Date: Sept. 30, 1999. 4. Issue Frequency: Monthly. 5. No. of Issues Published Annually: 12. 6. Annual subscription Price: \$24.00. 7. Complete Mailing Address of Known Office of Publication: MAD Magazine 1700 Broadway, 5th Floor, New York, NY 10019-5905. Contact Person: Annie Gaines Telephone: 212-506-4844. 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: MAD Magazine 1700 Broadway, 5th Floor, New York, NY 10019-5905. 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor: Publisher: Paul Levitz, MAD Magazine, 1700 Broadway, New York, NY 10019-5905; Editor: Jenette Kahn, MAD Magazine, 1700 Broadway, New York, NY 10019-5905; Managing Editor: Annie Gaines, MAD Magazine, 1700 Broadway, New York, NY 10019-5905. 10. Owner: E.C. Publications, Inc., wholly owned by Time Warner Inc., a publicly held corporation—75 Rockefeller Plaza, New York, NY 10019. 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: To the best knowledge of Time Warner Inc., the names and addresses of stockholders beneficially owning one percent or more of the common stock of Time Warner Inc. (as of 8/30/99) are as follows:
a. Time Warner Inc. Common Stock
AIM Management Group Inc., 11 Greenway Plaza, Houston TX 77046
Alliance Capital Management L.P., 1345 Avenue of the Americas, New York, NY 10105
American Century Investment Mgmt., 4500 Main Street, Kansas City, MO 64141-9210
American Express Financial Advisors, IDS Tower 10, Minneapolis, MN 55440
Barclays Global Investors, NA, 45 Fremont Street, San Francisco, CA 94105
Capital Research & Management, 333 South Hope Street, Los Angeles, CA 90071-1447
CEDE & Co., P.O. Box 20, Bowling Green Station, New York, NY 10274
Dell & Co., c/o The Chase Manhattan Bank, P.O. Box 2045, New York, NY 10081
Deutsche Asset Management, 130 Liberty Street, New York, NY 10006
FMR Corp., 82 Devonshire Street, Boston, MA 02109-3605
Janus Capital Corporation, 100 Filmore Street, Denver, CO 80206-4923
May & Co., 59 Wall Street, New York, NY 10005-2868
MFS Investment Management, 500 Boylston Street, Boston, MA 02116-3741
Putnam Investment Management, Inc., 1 Post Office Square, Boston, MA 02109

University of California, 111 Broadway, Oakland, CA 94607-9828
R.E. Turner, c/o Turner Broadcasting System, Inc., One CNN Center, Atlanta, GA 30348
Sailboat & Co., c/o Chase Manhattan Bank, 4 New York Plaza, New York, NY 10004-2413
Smith Barney Investment Advisors, 388 Greenwich St., New York, NY 10013-2339
State Street Global Advisors, Two International Place, Boston, MA 02110-0351
Vanguard Group, Inc., 100 Vanguard Blvd., Malvern, PA 19482-2600
b. By virtue of ownership and convertibility of Time Warner Convertible Preferred Stock (as of 8/30/99).
Alan Gerry, Loomis Road, Liberty, NY (Time Warner Series E and F Convertible Preferred Stock).
To the best knowledge of Time Warner Inc., as of August 31, 1999, Depository Trust Co., P.O. Box 20, Bowling Green Station, New York, NY, holds of record one percent or more of the debt securities of Time Warner Inc. "Believed to be held for the account of one or more security holders."
13. Publication Title: MAD. 14. Issue Date for Circulation Data Below: September 1999. 15. Extent and Nature of Circulation: a. Total Number of Copies (Net Press Run): Average No. Copies Each Issue During Preceding 12 Months: 693,908; No. Copies of Single Issue Published Nearest to Filing Date: 616,998. b. Paid and/or Requested Circulation—(1) Paid/Requested Outside-County Mail Subscriptions Stated on Form 3541. (Include advertiser's proof and exchange copies) 102,281; 101,569 (2) Paid In-County Subscriptions (include advertiser's proof and exchange copies) 0; 0 (3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and other Non-USPS Paid Distribution: 191,440; 182,879. (4) Other Classes Mailed Through the USPS: 0.0. c. Total Paid and/or Requested Circulation (Sum of 15b.(1), (2), (3), and (4)): 293,721; 284,438. d. Free Distribution by Mail (Samples, complimentary, and other free): (1) Outside County as Stated on Form 3541 (2) In-County as Stated on Form 3541 (3) Other Classes Mailed Through the USPS: 937,900. e. Free Distribution Outside the Mail (Carriers or other means): 731; 763. f. Total Free Distribution (Sum of 15d. and 15e.): 1,668; 1,683. g. Total Distribution (Sum of 15c. and 15f.): 295,389; 286,121. h. Copies not Distributed: 398,518; 330,877. i. Total (Sum of 15g. and h.): 693,908; 616,998. j. Percent Paid and/or Requested Circulation (15c. divided by 15g., times 100): 99.43; 99.41. 16. Publication of Statement of Ownership will be printed in the January 2000 issue of this publication. 17. I certify that all information furnished on this form is true and complete.
Annie Gaines, Managing Editor September 30, 1999



This is a series about a lovable family man — a “Godfather Knows Best” if you will! This show is on HBO! It’s best viewed if you get cable — illegally! So get comfortable, sit back in your undershirt and watch...

The



What a pleasant little suburban family picnic!

This is not quite your traditional family picnic! It's a Mafia family barbecue!

It looks normal to me!

Check the grill! They're using briquettes made from Vito the Informer!

There may be many commercial merchandising tie-ins with this show!

Just a guess, but I don't think the "James Gandolfini Leisurewear" line is going to be one of them!

CEMENT
xxx

CEMENT
xxx

I'm Dr. Jennifer Morphine, a psychiatrist! I've been called in because someone in the mob has "issues"!

Hey, lady, HERE'S your issues! Analyze THIS!

It's all \$%#&^*-ing changed! In the old mob films we used to go to the mattresses! Now we're goin' to the couches!

What does Dad do for a living? Is he REALLY in waste management?

Yeah, right! And I'm Elizabeth Dole!

Supremos

You've chosen the mob life! You've broken commandments! You're all going to Hell!

Too late, Father! We live in New Jersey! We're already there!

My son, Tummy, wants to put me in a home! He does that, I'll dance the tarantella on his eyeballs! They're not going to put ME in a nursing home!

You're right, Livid! A nursing home is no place for you! What you need is an insane asylum!



In this series there's a clash of the mob's old values and modern-day suburban America!

The Mafia's not the same! There's no respect for tradition anymore! We're gonna get hurt with this high-tech!

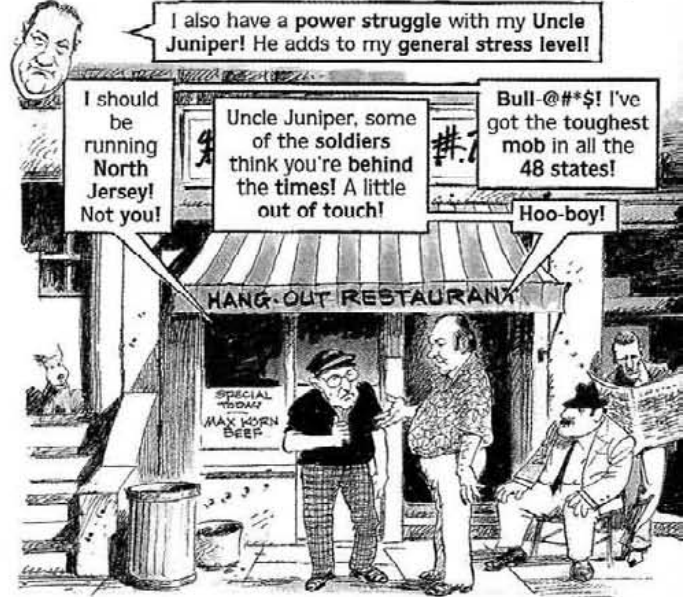
Uncle Juniper, you worry too much! By the way, did everyone get my e-mail about whacking that guy next Thursday?!

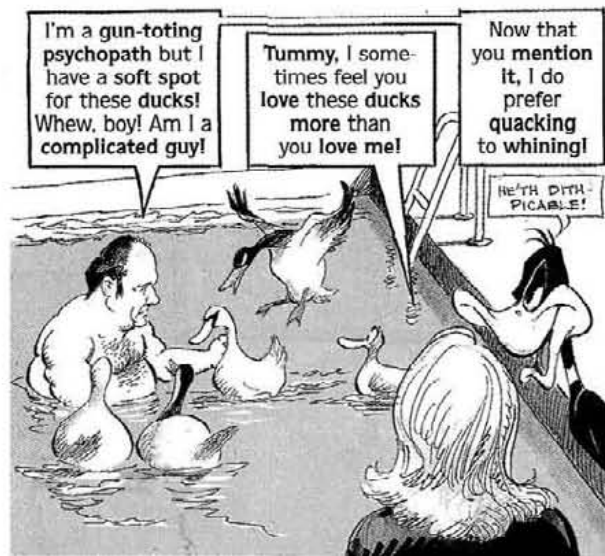
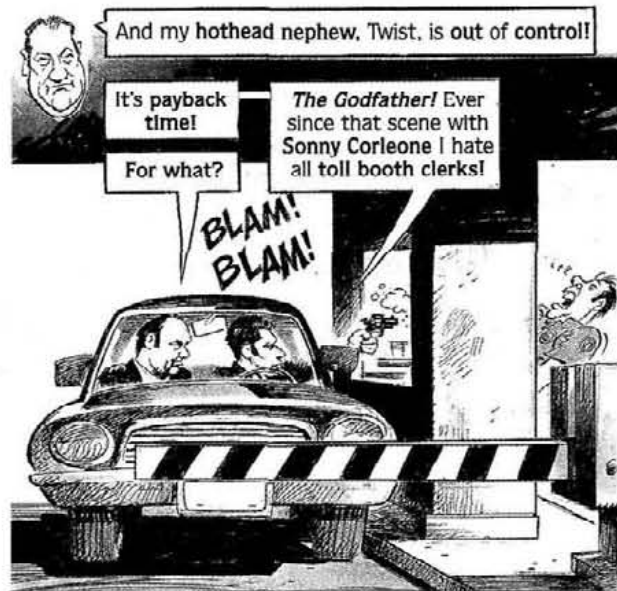
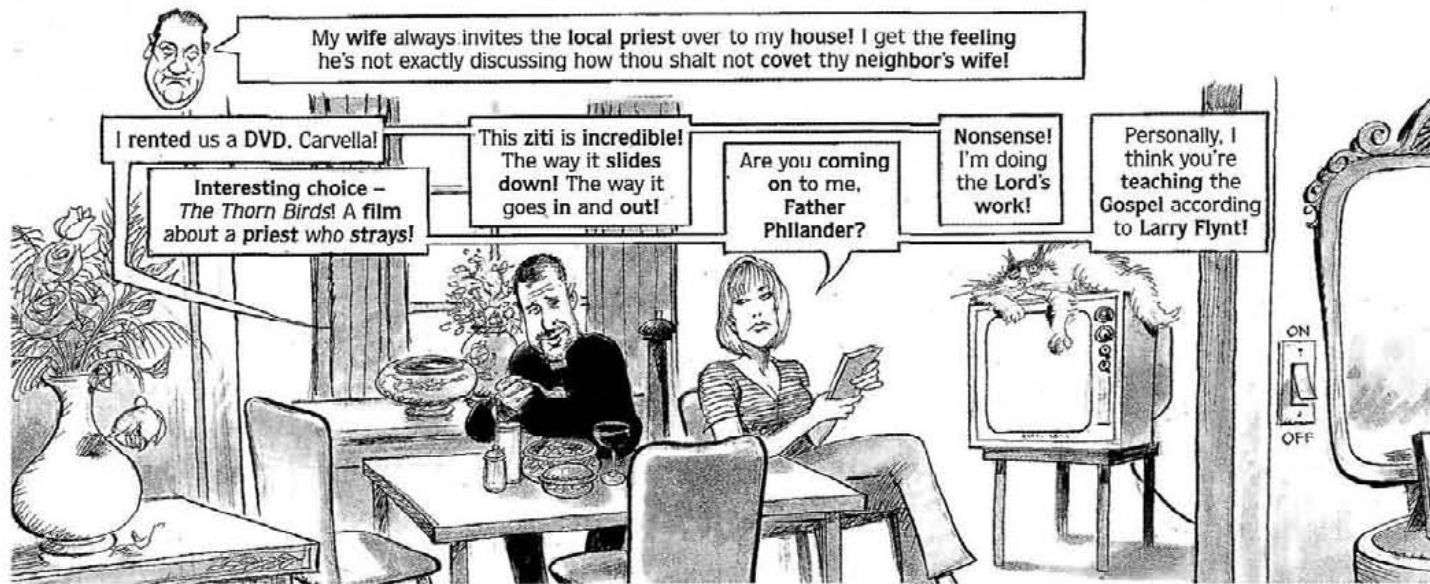
A barbecue on a Monday afternoon! What's the occasion?

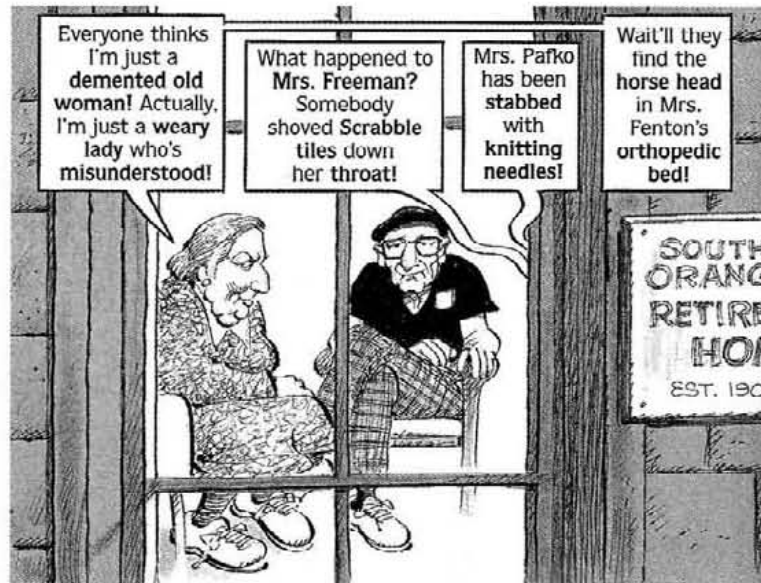
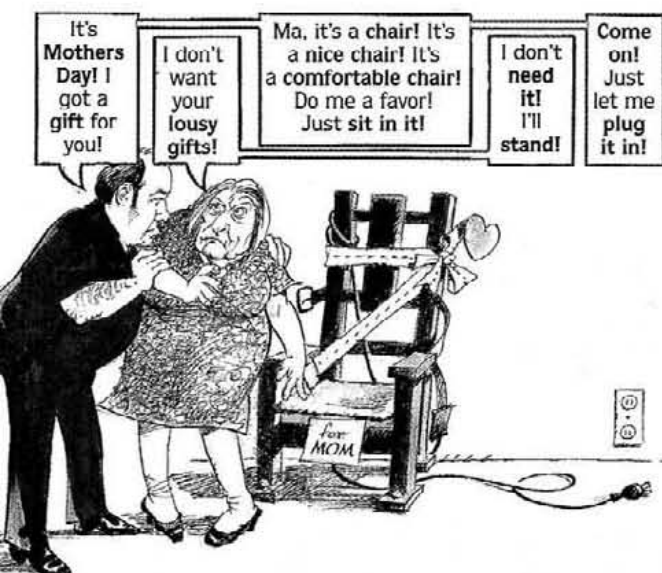
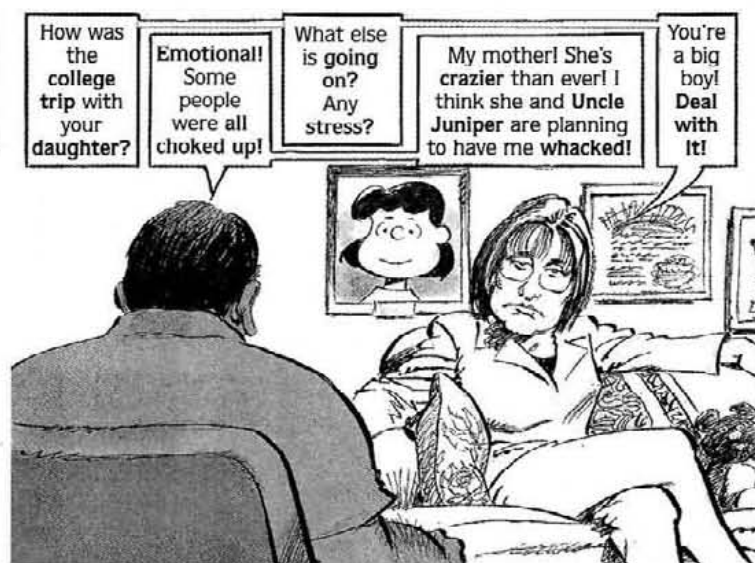
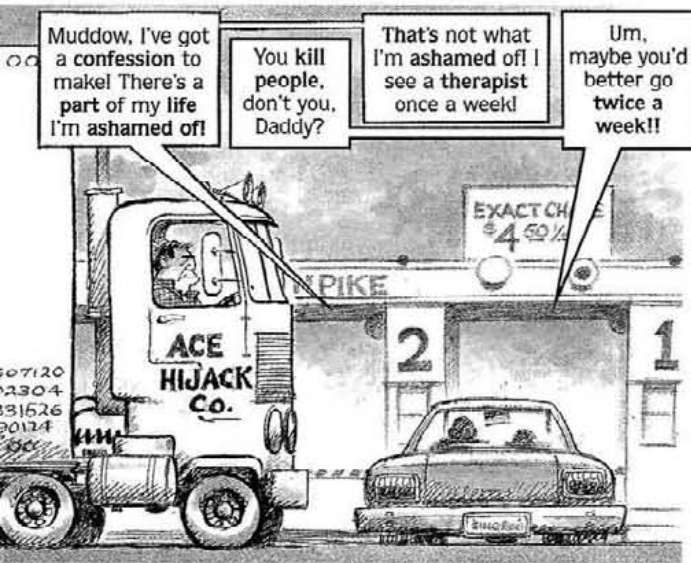
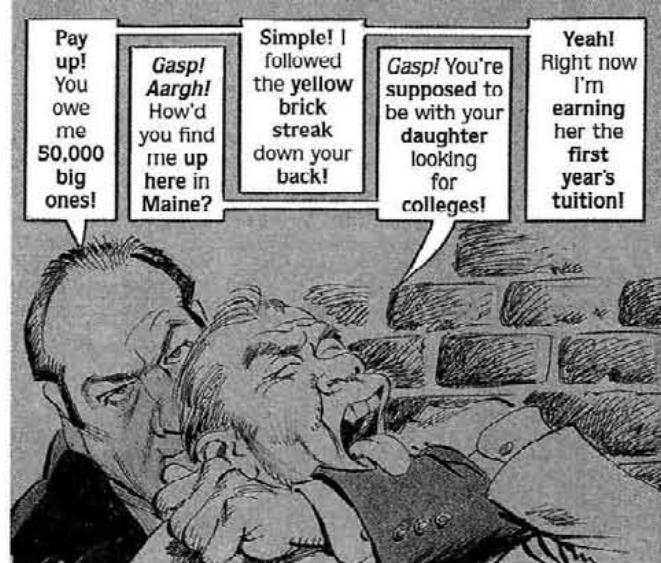
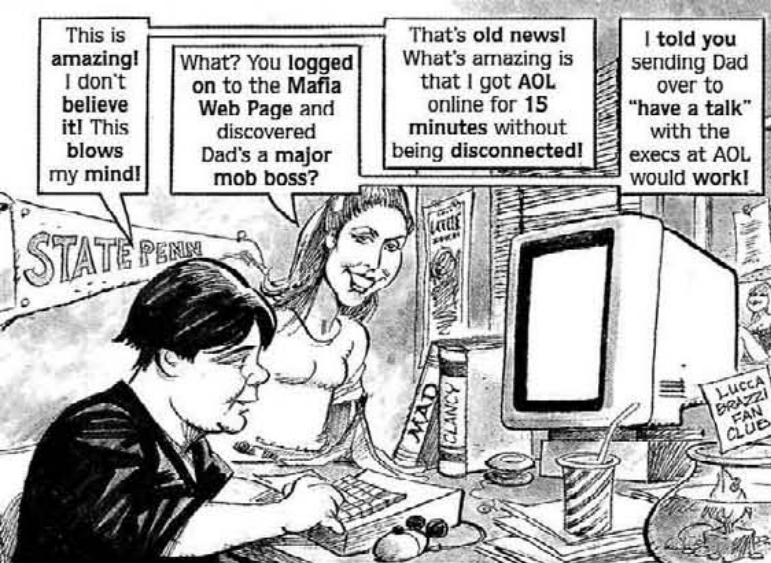
It's an official three-day holiday in New Jersey!

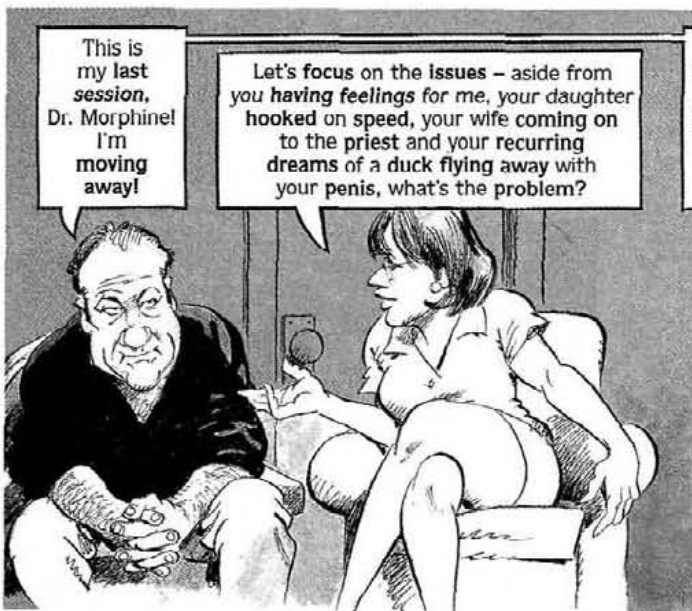
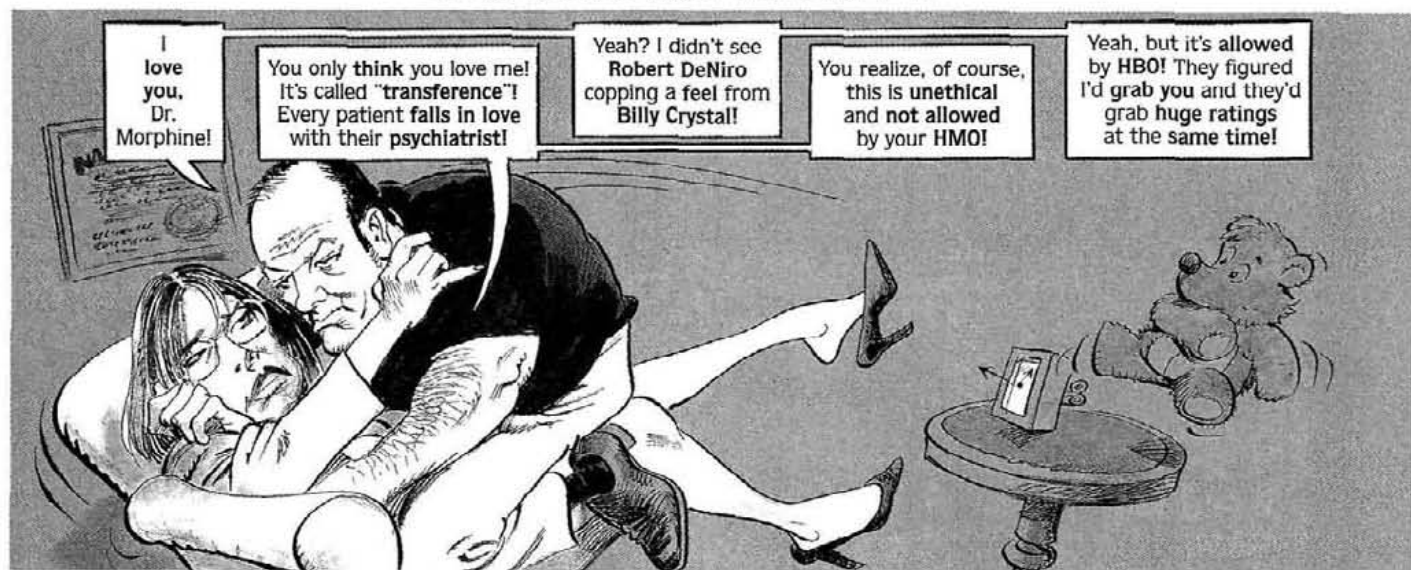
Yeah? What holiday is that?

The day they invented quick-set cement!











Monty and...



CHRISTMAS

Ah, the holidays —
the logs burn on the
fire, the smell of
Yuletide is in the air
and the suicide rate
jumps by about 70%!
Ho ho ho, Monroe!

JEEZE!

WWWWHAT KIND
OF CHRISTMAS
OUTFIT IS
THAT?

IT'S AN OLD
SS UNIFORM I
TOOK OFF A
KRAUT I SHOT.

I LIKE TO PULL
IT OUT ON SPECIAL
OCCASIONS! YOUR
GRANDMA HATED IT --
SAID IT MADE ME LOOK
SILLY! BUT SHE'S DEAD
NOW, SO WHAT THE
HELL?

BUT
GRANDPA,
THAT'S A
NAZI
UNIFORM!

BELL'S
RINGIN', BOY!
BETTER GIT
THE DOOR!

DING
DONG

POP!

YOU
MADE
IT!

SAY HELLO
TO JENNICA,
GON!

WE WAG
S'POSED TO GO
TO BRANSON!

COURT SAYS I
GOTTA VISIT THE KID ON
ALL MAJOR HOLIDAYS!
GET OVER IT, SUGAR!

HERE'S YOUR GIFT --
A **SHOULDER HOLSTER!**
I'LL GET YOU THE PIECE ONCE
LADY LUCK SHINES ON ME
AT THE TRACK!

LOOK AT THIS --
THE GESTAPO
IS GUARDING THE
HOOCH!

I KNOW YOU!
YOU'RE THE BOY WHO
WANTED TO TAKE
MY LITTLE GIRL TO
THE PROM!

WORK,
DAMMIT...
RUSTED!
COM'ON!

HEY, JOE, BETWEEN
YOU AND ME, YOUR
DAUGHTER AND I NEVER
MADE IT TO THE
DANCE!

HUH?

YEEES--GH. HEY,
GRANDPA, HOW ABOUT
JUICING UP MY EGGNOG
AGAIN? I THINK I'M
GOING TO NEED A LITTLE
HELP GETTING THROUGH
TONIGHT.

...AND THE BEAUTY OF TAE-BO IS THAT YOU CAN VISUALIZE YOUR ABS AND PUNCH THROUGH TO FIND THEM!

MMM MMM. ALL I KNOW IS, I WAS SUPPOSED TO BE EATING CHRISTMAS PANCAKES WITH YAKOV SMIRNOV AT HIS BREAKFAST THEATER, AND INSTEAD I'M HERE.

YOU KNOW, IT TAKES ABOUT FIFTY SIDE KICKS TO WORK OFF JUST ONE PANCAKE.

DOES IT REALLY?



DAMNIT, IS EVERYONE GOING QUEER COCKTAIL?

NO, GRANDPA, CLAY, NOT GAY -- AH, SCREW IT! YEAH, GRANDPA, HE'S A MAJOR FLAMER! I THINK HE'S DOING THE SHEEP, TOO.

WELL, HELL, AIN'T NOTHIN' WRONG WITH THAT! LET'S EAT!

OKAAAAAY, EVERYONE COMFORTABLE?

WELL, I'D LIKE TO TAKE OFF MY PANTS!



MMM, WELL, IT CERTAINLY COULDN'T HAVE BEEN FROM YOU, "MOTHER TERESA!"

IT'S JUST SOOO GREAT SEEING MY FOLKS TOGETHER! JUST LIKE IN THE OL' DAYS!

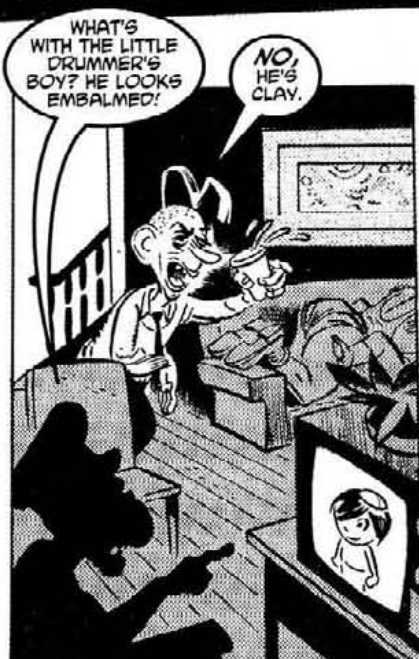
YEAH, HE WAS GREAT ON CHRISTMAS -- I COULD ALWAYS COUNT ON NOT HAVING MY STOCKING STUFFED!

WELL, MAYBE IF YOU HAD STOCKED MY YULE LOG EVERY ONCE IN A WHILE!

OH SURE, YOU WERE REAL "ROMANTIC" WITH THAT MISTLETOE BELT BUCKLE!

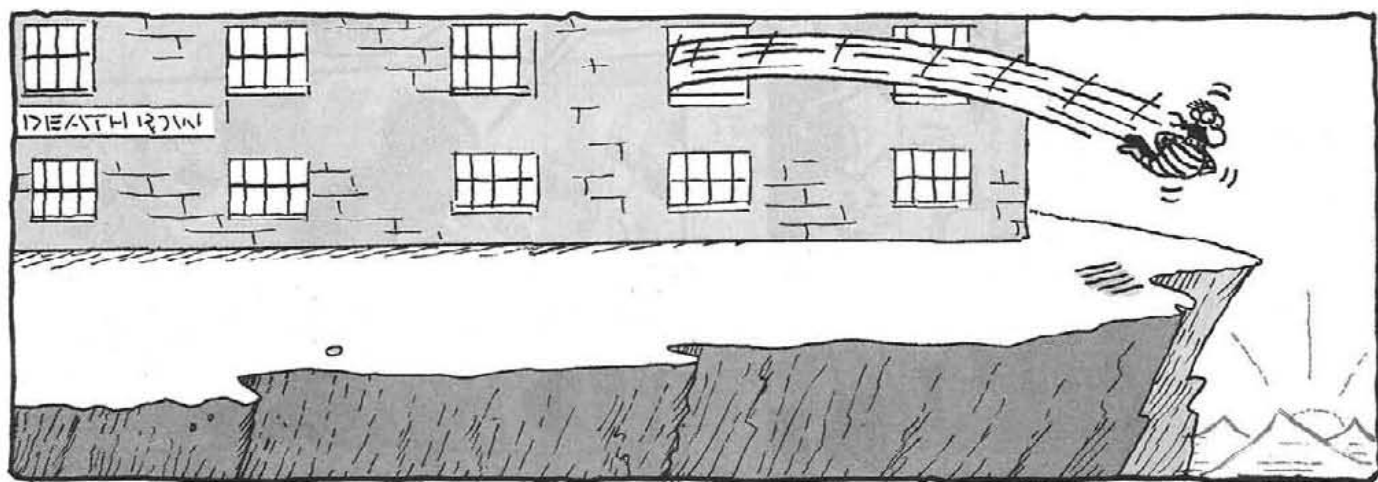
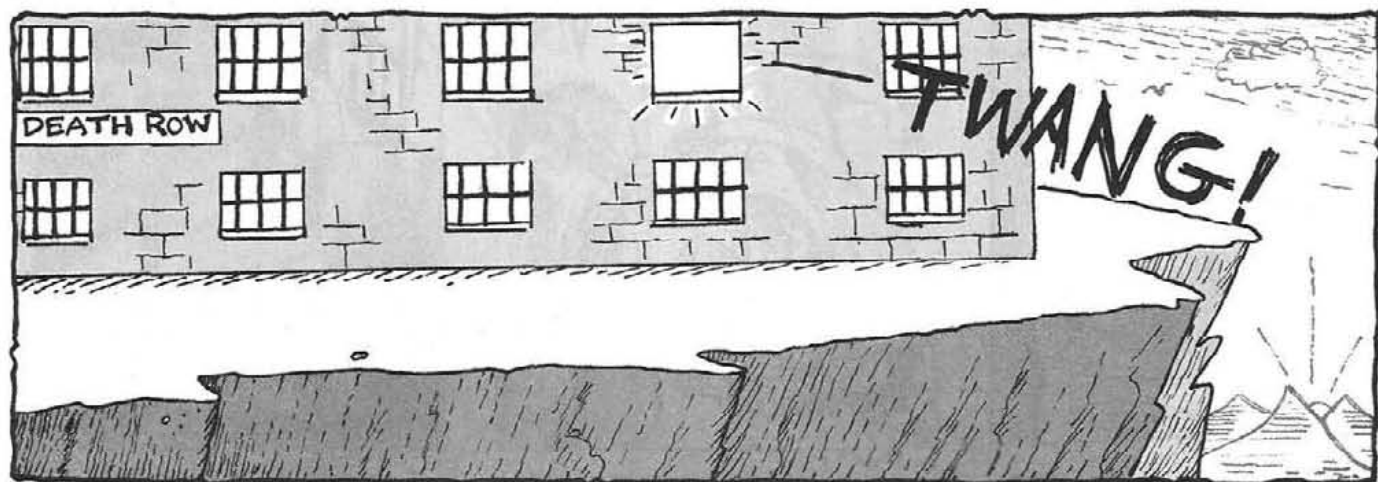
IT WAS A GIFT!





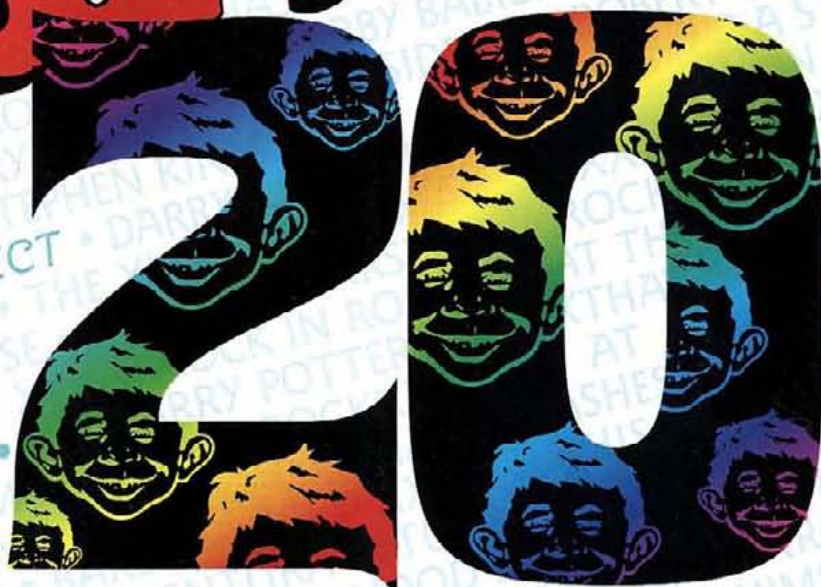
BILL WRAY

ABSURD MAN OF ALCATRAZ



ONCE AGAIN, IT'S

THE MAD



THE DUMBEST PEOPLE,
EVENTS AND THINGS
OF 1999!

Y2K PANIC

Talk about dumb! Doomsayers around the globe foaming at the mouth and insisting "the end is near." Survivalists stocking up on pork 'n' beans and Cheese Whiz so they can stay alive until the end of February. TV commercials with dreary music depicting power outages, horrific traffic jams and shortages of everything from water to toilet paper. Predictions of bank failures, plane crashes and chaos everywhere. Yet, in the end, when the big ball drops on New Year's Eve, it will turn out to be just another payday for Dick Clark. (Unless, of course, we're wrong, in which case - could you spare any Cheese Whiz?)



2 HILLARY'S WORLD

CARPETBAGGER FOR SENATE

She was born in Illinois, lived in Arkansas and Washington, D.C., and has never held any elected office. Yep, with all that going for her, Hillary Clinton is supremely qualified for...um, NOTHING! Even so, she spent 1999 running – or thinking about running, or listening, or at least thinking about listening to those who wanted her to run – for New York's Senate seat against Mayor Rudolph Giuliani. No matter who wins, two things are certain: 1) New York will have a power-hungry jerk for a Senator and 2) We're moving our offices to New Jersey.



ARTIST: RICHARD WILLIAMS

THE
MAD
20

3 TEEN EXPLOITATION FLICKS

Hollywood has long been the master of insulting the intelligence of its audience, but its contempt for teens was particularly apparent this year as film studios churned out a spate of nearly indistinguishable teen flicks. Okay, there were a couple of good ones, but 99% of them featured the same nameless WB stars squeezing into the same tank tops to act out the same boring story: Teenage Boy meets Teenage Girl, Teenage Boy and Teenage Girl fall in love, Teenage Boy tries to hump apple pie. That's why we got out our magic marker and did some...

MOVIE TITLE GRAFFITI

An Intelligent teen **selection** that will never get rented!

Beware the shaky camera of

THE BLAIR

WITCH-PROJECTile

vomiting may ensue!

The latest

**AMERICAN
PIE**

ce of

Porky's rip-off crap!

10
I hate
about
you

Teens know

DYCK

about Watergate

(and even less about political satire!)

th-marketed drivel like this!

WRITER: RUSS COOPER

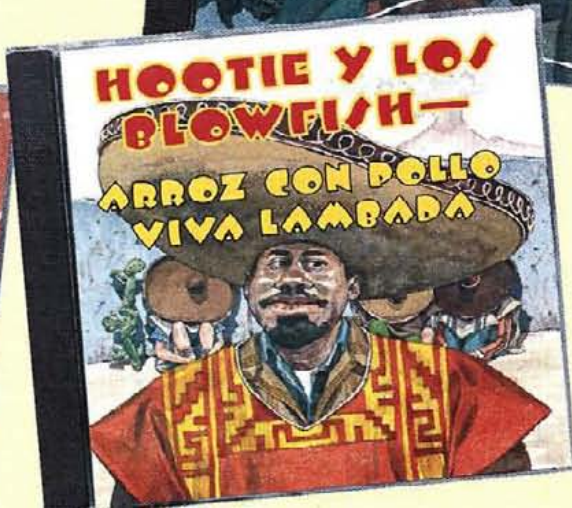
4 LIVIN' LA VIDA OVERRATED LATIN MUSIC MANIA

It was yet another overblown, media-created, alleged "sensation" that turned out to be nothing more than a big ol' pile of (pardon our Spanglish) *toro-crap*! One top-10 single by a singer with a Hispanic last name - Jennifer Lopez - and one Grammy appearance by an overgrown Menudo member - Ricky Martin - was all it took for the hot buzz to be that the U.S. had Latin Fever. We're sure it's only a matter of minutes before washed-up rockers figure the road back to stardom begins by cashing in on this so-called trend...

WHEN
OTHER ARTISTS
JUMP ON
THE LATIN
MUSIC CRAZE



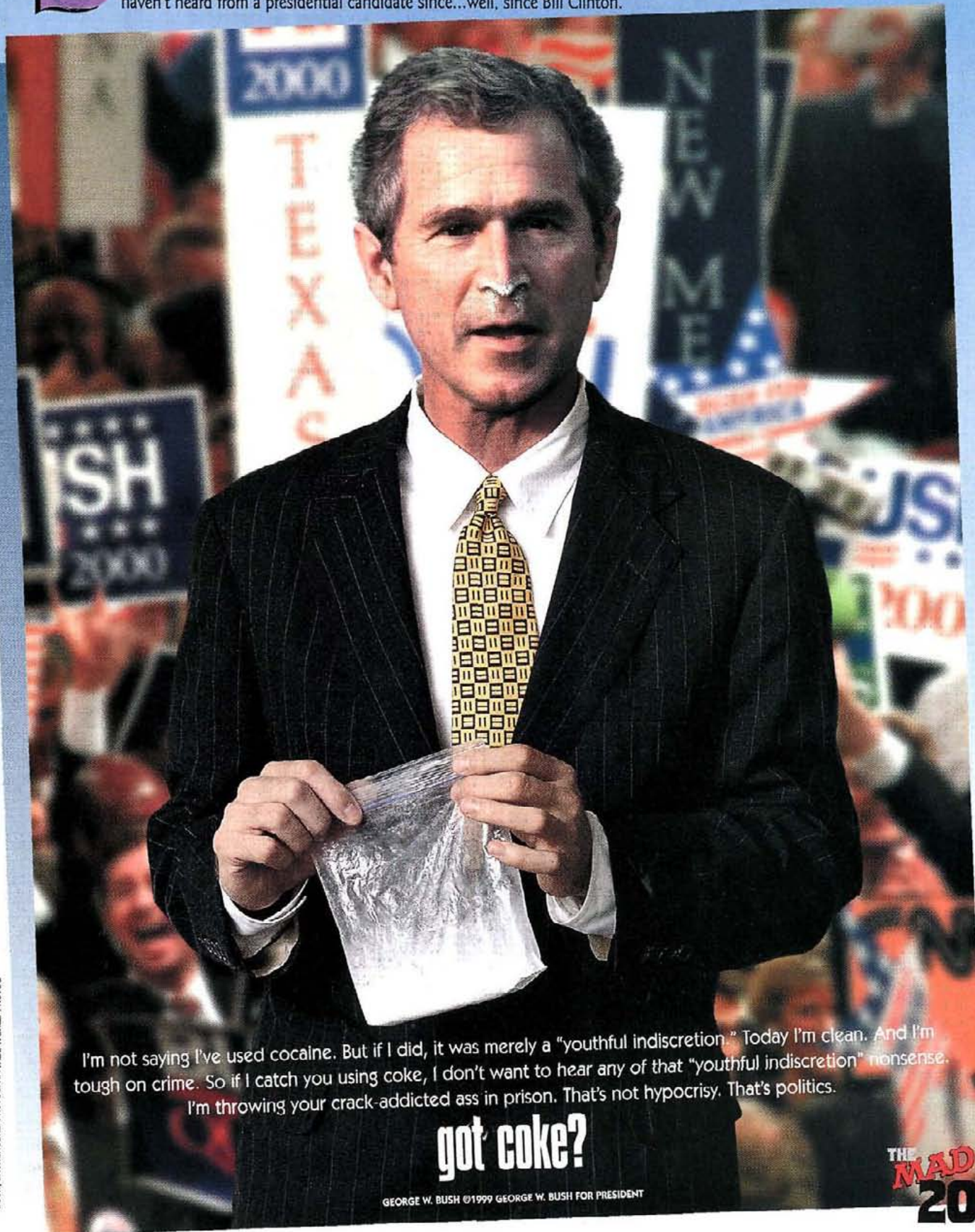
ARTIST: HERMANIN MEJIA





GEORGE W. BUSH'S SNOW JOB

It was amazing that such a simple question – "Have you ever used cocaine?" – could prompt every conceivable type of answer...except a straightforward, honest one. Yet when former party-boy-turned-Republican-frontrunner George "Dubbya" Bush was asked the "C" question, he ducked it with the kind of evasive non-denial denials we haven't heard from a presidential candidate since...well, since Bill Clinton.



I'm not saying I've used cocaine. But if I did, it was merely a "youthful indiscretion." Today I'm clean. And I'm tough on crime. So if I catch you using coke, I don't want to hear any of that "youthful indiscretion" nonsense. I'm throwing your crack-addicted ass in prison. That's not hypocrisy. That's politics.

got coke?

GEORGE W. BUSH ©1999 GEORGE W. BUSH FOR PRESIDENT

THE
MAD
20

6 JERRY FALWELL TAKES ON TINKY-WINKY

This summer, former Moral Majority leader Rev. Jerry Falwell declared that one of the Teletubbies, Tinky-Winky, is little more than a gay rights advocate out to influence millions of infant boys to embrace the dreaded "alternate lifestyle." But with his "outing" of poor little Tink, Falwell forced us to ask two important questions: 1) What the hell has Falwell been smoking!? and 2) Would the good Reverend be happier if there were a kids' program that better reflected his personal beliefs? Something like...

Televangelist
Tubbies

Hey, Tubbies! Now that I've sent that evil, gay Tinky-Winky to a Moral Majority "re-education camp," we can have all sorts of fun! You don't want to spend all day just frolicking in this sunny meadow, do you? I mean, that's what those tutti-fruttis up in San Francisco do! That's not the Christian Right way! C'mon, we've got the Lord's work to do!

First let's go door-to-door selling this video tape about President Clinton!

Huh? Uh-oh!



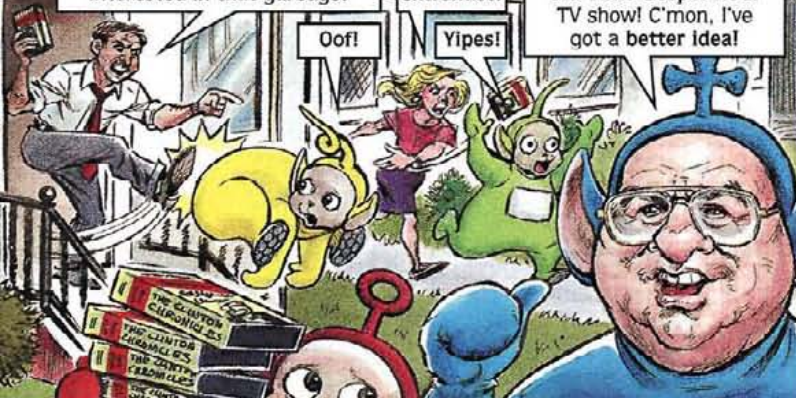
This tape about the President being a drug smuggler and murderer is nothing but rumors, hearsay and unfounded accusations! I'm not interested in that garbage!

Get out of here, you religious extremist!

That's okay, Tubbies! This must be a Secular Liberal neighborhood! I'd better stick to selling those tapes on my *Old Time Gospel Hour* TV show! C'mon, I've got a better idea!

Oof!

Yipes!



Let's lie down in front of this abortion clinic to prevent anyone from killing their unborn child! When the police come, remember to keep your bodies limp as they drag you away! Try not to get hurt!

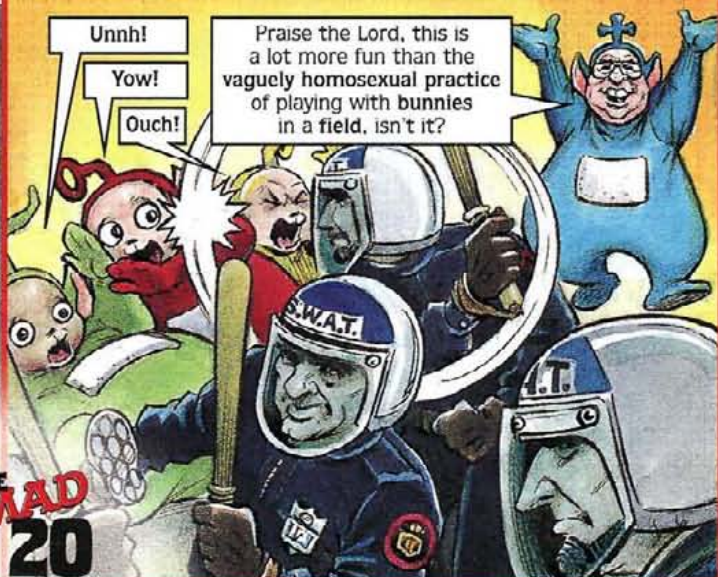


Unnh!

Yow!

Ouch!

Praise the Lord, this is a lot more fun than the vaguely homosexual practice of playing with bunnies in a field, isn't it?



Ok, Tubbies, break's over! We've got a lot more spiritual combat to engage in today! Let's spread my belief that the antichrist is alive and he's a Jew! I know! Let's pressure a school system into no longer teaching Evolution! Or how about...

Uh-oooh...!



ARTIST: JACK SYRACUSE

WRITER: CHARLIE KADAU

7 AROUND THE CLOCK KENNEDY CRASH COVERAGE

There's nothing the media loves more than a Kennedy tragedy, especially in this era of intrusive, never-ending, twenty-four-hour news coverage. We were force-fed update after update, even when the only "update" was that there was no update. But that was just the beginning: realizing they hadn't had a sales opportunity like this since Princess Di's car slammed into a wall, every magazine in the country cashed in with its own "special" Farewell John-John edition. A tragedy indeed.

SPECIAL DOUBLE-PRICED ISSUE

SUMMER 1999

People

John F. Kennedy Jr.

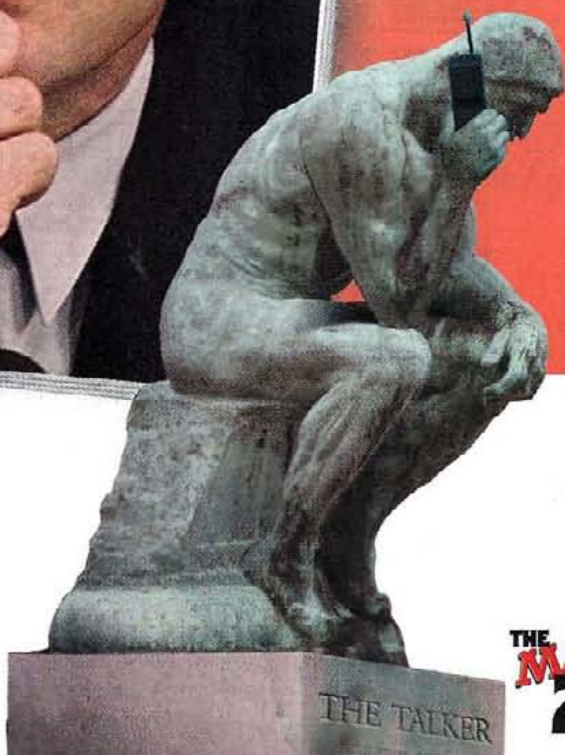
**THE
SEXIEST
MAN
NOT
ALIVE**

THE TRAGEDY
Our
Extensive Coverage
of the
Extensive Coverage

24-PAGE INSERT
We Rehash All The
Other Kennedy
Tragedies... Again



EXCLUSIVE Best And Worst Dressed
at the Kennedy/Bessette Funeral



8 AMERICA'S HANG-UP WITH CELL PHONES

You might think it strange that something as popular as cell phones would make our list of dumb things but – RING! – hang on just a sec. Hello? (pause) No, I'm not doin' anything important. Just talkin' about how great cell phones are. Isn't this cool how they let people carry on entirely meaningless conversations in public? (pause) Yeah, they're doing it everywhere! On the bus, at the movies, even in the museums – hello? Hello!? HELLO!?

THE
MAD
20

9 DIGITAL DUD SEGA INTRODUCES THE DREAMCAST

Sega promised us a machine with revolutionary 128-bit architecture (whatever the hell that means) and unparalleled excitement. What they delivered was the same boring, overpriced Sonic-the-Hedgehog-John-Madden-Intergalactic garbage, only now, thanks to that 128-bit thingamajig, Sonic's ears actually wiggle when he runs! Woo-hoo! Oh well, we figure anything that keeps the kids glued in front of the television set pretending to shoot each other (instead of in school ACTUALLY shooting each other) can't be all bad.

BUY "Я" TOYS

Now In Stock at any
Buy "Я" Toys Location
Other than the one you shop at...

Sega Dreamcast

The most expensive game system on the planet
(until we come out with another system in a year or two)



Sega Dreamcast System

It's the fastest, most powerful video system ever created, yet guaranteed to be obsolete in probably a little more than a year from now, leaving you with a stack of \$50 games that won't be compatible with whatever we come up with next! Experience living worlds of incredible depth rivaled only by the world outside, which you'd be aware of if you ever got off that couch and took a walk around the block, Fat Ass!

trade up* &
save

\$100 by turning in at least
\$350 worth of other merchandise

\$199⁹⁹

ridiculous price

\$100⁹⁹

Giraffe Cash
from trade-in

* VIDEO Idiocy

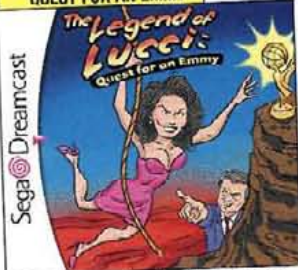
Trade in your N64 system + 5 games or PlayStation System + 18 games or NES + 58 games or Intellivision, Arcadia, Colecovision, Vectrex, Odyssey, Astrocade, Atari 400, 800, 2600, 5200, 7800 or Sears Telegame system(s) + 1800 games and get a lousy \$100 in phony money with a cartoon giraffe on it to use towards the purchase of a Sega Dreamcast System or any other of our overpriced items.

MARTIN LAWRENCE'S JOGGING JOURNEY



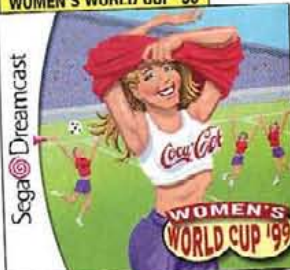
How fast can you run in 110 degree weather in heavy clothes? Can you make it to your doorstep without collapsing and suffering permanent brain damage?

THE LEGEND OF LUCCI: QUEST FOR AN EMMY



Eighteen long, frustrating levels to humiliate you before you're finally able to nab that most overrated prize! But be careful, Regis Philbin may be lurking around any corner, ready to pop out and address you by your last name!

BRANDI CHASTAIN'S WOMEN'S WORLD CUP '99



A standard soccer video game with a twist! Strip off your top after every goal to reveal a company logo!

JOHNNY CARSON'S BYPASS SURGERY CHALLENGE



Hooooere's Johnny - in the operating room! You don't want to be known as the doctor who killed the retired King of Late Night, so it's up to you to repair his ticker in time for his annual jaunt to Wimbledon!

LIDDY'S NIGHTMARE



Uh-oh! Former Senator and Viagra shill Bob Dole has been popping free samples again and he's set his eyes on you! Lead your horny hubby on a multi-level chase from backstage at a speaking engagement to the Red Cross national headquarters!

10 THE UMPIRES STRIKE OUT

They sometimes work as much as three hours a day, they're off only five months a year and their annual salary can be as little as \$100,000. Faced with all these hardships, it's no wonder Major League Umpires tried to force baseball team owners into giving them a better contract. But the brilliant ump's strategy backfired when their mass resignation was happily accepted and the owners hired minor league ump's at half the pay. In other words, the misguided men in blue learned that they were only slightly less important to the game than the guy in the Philly Phanatic suit! So please, get up and stretch, and join us in singing....

TAKEN OUT OF THE BALL GAME

(sung to the tune of

Take Me Out To The Ball Game, moron!)



ARTIST: KEITH SEIDE
WRITER: DESMOND DEVLIN

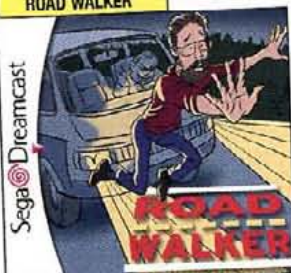


NEWT GINGRICH'S
CHEATER OF THE HOUSE



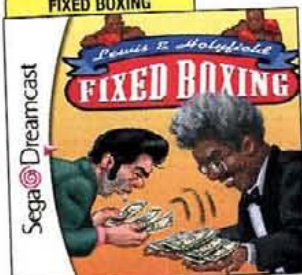
Fling mud at your immoral political opponents while desperately trying to remain lily-white and avoid the mud they throw back at you and any congressional aides you're having an affair with!

STEPHEN KING'S
ROAD WALKER



Frogger was never like this! Explore lushly rendered Maine country roads while trying to avoid out-of-control mini-vans!

LEWIS & HOLYFIELD
FIXED BOXING



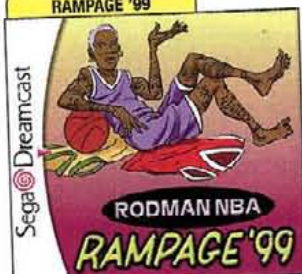
Go head-to-head against the computer or each other. Sock it out as either Lennox Lewis or Evander Holyfield — it doesn't matter — the outcome's already been decided!

MS. CAMRYN
PAC-MANHEIM



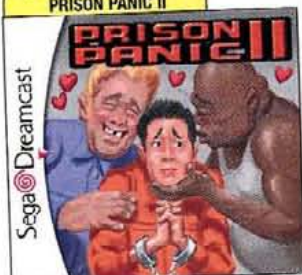
Wake Up, I'm Pac! This variation of the arcade classic has you gobbling up food through 30 different levels. But watch out for Inky, Blinky, Pinky and Callisto!

RODMAN NBA
RAMPAGE '99



Marry Carmen Electra and have it annulled a few days later! Get kicked off the Lakers by forgetting to wear shoes to practice! Hold press conferences for no reason! Over 70 wacky scenarios for you to display your knack for irresponsibility!

ROBERT DOWNEY JR.'S
PRISON PANIC II



Break out of jail and sneak back to Hollywood to buy more drugs! But you'll have to deal with angry liters with shivs, amorous prisoners in the shower and an incompetent lawyer who got U.J. off for double-murder but couldn't get you off for a lousy cocaine possession!

Ta-ken out of the ball game

Ta-ken out of our jobs

Thought we had power and lots of clout

Didn't figure one strike and we're out!

So we'll work, work, work where we find it

Did someone say sandlot ball?

We said, "HEY, WE, QUIT — wait we don't!"

We sure blew that call!

11 THE BLAIR WITCH PROJECT

SMALL BUDGET, BIG YAWN

Other films have been made on a low budget (*Rocky*). Other films have featured unskilled actors (*Showgirls*). Other films have been made with seemingly no script (*Lethal Weapon 4*). But *The Blair Witch Project* combined ALL of these qualities. That's what made it stand apart in this Summer's glut of other stinkeroos. Even so, it reminded us of another film that featured a witch which made us think of these...

EERIE COMPARISONS BETWEEN THE WIZARD OF OZ AND THE BLAIR WITCH PROJECT

The Wizard of Oz: The Wicked Witch terrorizes the tiny-bodied people of Munchkinland.

The Blair Witch Project: The Blair Witch terrorizes the tiny-brained people of the multiplex.

The Wizard of Oz: Dorothy is sent to Oz by a 200-mph whirling tornado.

The Blair Witch Project: The entire film looks like it was shot in a 200-mph whirling tornado.

The Wizard of Oz: The Wicked Witch battles a Kansas girl who wants to go home.

The Blair Witch Project: The Blair Witch battles an entire audience that wants to go home.

The Wizard of Oz: One of the main characters was in need of a brain.

The Blair Witch Project: ALL of the main characters were in need of a brain.

The Wizard of Oz: The Wicked Witch wrote the two words "Surrender Dorothy" in the sky over Oz with her broom.

The Blair Witch Project: Wrote two words of actual dialogue and let the actors improvise the rest.

The Wizard of Oz: Lost the 1939 Oscar race to *Gone With the Wind*.

The Blair Witch Project: Likewise, *Gone With the Wind* has more of a chance of winning the 1999 Oscar race than *The Blair Witch Project* does.



ARTIST: SAM SISCO

WRITER: DESMOND DEVLIN

12 "I FEEL YOUR STAIN"

MONICA TELLS ALL

In the tradition of the Great American Bimbo, Monica Lewinsky exploited her short-lived affair with the Commander-in-Briefs by publishing a tell-all "biography." But who cared? All the good dirty stuff had already appeared in the Starr Report and critics everywhere agreed: the book sucked. What else would you expect coming from Monica?

PHRASES THAT WE KNEW WOULD NEVER APPEAR IN MONICA LEWINSKY'S AUTOBIOGRAPHY

"In 1995, I joined Weight Watchers."

"Then, in 1996, I joined Jenny Craig."

"Then, in 1997, I joined Nutrisystem."

"Dedicated to Hillary"

"As Aristotle once noted..."

"I've always thought sex is a very precious thing..."

"With an introduction by Jerry Falwell"

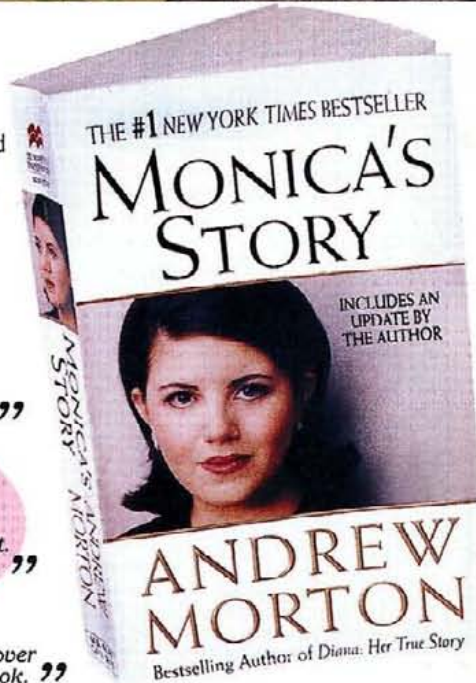
"Bill kept refusing at first. I really had to talk him into it."

"I began the call by giving Rush 'mega-dittos...'"

"You can call me a prude, but I've got to say..."

"In fairness to Ken Starr..."

"I agonized for months over whether or not to do this book."



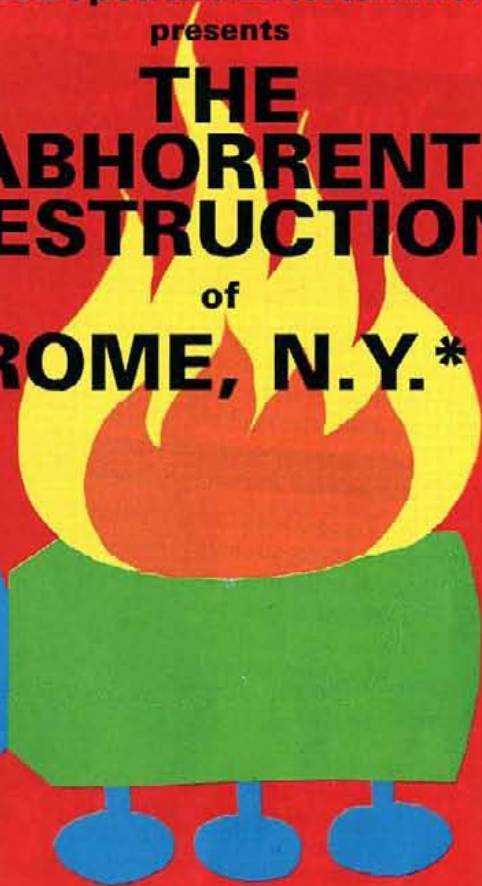
PHOTOGRAPHER: IRVING SCHILD

WRITER: JEFF KRUSE

13 WOODSTOCK '99 THE RAGE OF AQUARIUS

In '69 it was mud pits and free love. Thirty years later it was raw sewage and forced sex. Like the original, Woodstock '99 was overblown and overrated, not to mention overpopulated. It was the perfect place to rebel against society, especially if your idea of rebelling is to purchase a \$1,500 blown glass bong. Oh well, at least Sha Na Na didn't show up.

Woodstock Ventures, LLC
& Metropolitan Entertainment
presents
**THE
ABHORRENT
DESTRUCTION**
of
ROME, N.Y.*



WRITER: SCOTT MACKO

WITH

Fri., Jul. 25
**Stupid, Drunken
Horny Frat
Boys And
State Troopers
Sexually Assaulting
Idiotic Teenage
Girls Who
Exposed
Their Breasts!**
Sat., Jul. 26
**Irresponsible,
None-Too-Bright,
Balding, Fat-Ass,
Tattooed
Florida Swamptrash
Limp Bizkit
Encouraging
Already-Angry
Crowds To
'Break Things'!**

Sun. Jul. 27
**Performance Art
Piece
Featuring A Cast Of
Thousands Of
Moronic
Concert-Goers
In An Impromptu
Remake of
'Apocalypse Now'!**

*check continuous hyperbolic
MTV coverage for additional
acts of violence

All participants subject to
attack without notice

FREAK SHOW

Watch as spoiled but otherwise normal children of middle- and upper-class America turn into rebels without a cause. Would-be anarchists will be glad to destroy everything that's not nailed down. If you've got pent-up aggression and are easily sucked into mob violence, be sure to attend. Throw a water bottle, a rock, a chunk of concrete. Overturn a porta-potty, incite a riot. Take a short break from beating the crap out of a complete stranger in the mosh pit to sign an anti-violence petition. Start a fight. Start a fire. Start a fight over where to start a fire. Then just decide to start lots of fires. Destroy property that isn't yours. Why not? It isn't yours.

CRAP'S BAZAAR

Get a tattoo to piss off your parents who gave you the money to buy tickets and who reluctantly let you attend on your own. Abandon your girlfriend when she refuses to have sex with you in the sewage-like mud with a crowd of beer-chugging onlookers with disposable cameras cheering you on.

If you like shoplifting and looting, stop by one of the many independent vendor tents and see what you can take. Pick a pocket. Pick your nose. Wipe it on one of the few water fountains you can find. Vomit on yourself. Vomit on others. Blow chunks into air and see how many people it lands on.

FOOD

Since anything edible will be confiscated as you enter the concert to further maximize our profits, be sure to bring plenty of money to pay for overpriced junk food and small bottles of water. Or smash open any of our many ATMs located throughout the festival area and put the handfuls of cash inside towards a snack purchase.

HUNDREDS OF ACRES OF SEARING HOT TARMAC TO WANDER AROUND ON IN A HEAT EXHAUSTION-INDUCED DAZE

Walk around for three days without seeing a security guard, any semblance of organization or order, potable water, a port-a-pot without a line a mile long, or the east stage. Virtually no shade whatsoever — cook your own skin under the relentless sun, and breathe the tainted air of this former toxic waste dump.

JULY 25, 26, 27.

Three days \$150 Two days \$150 One day \$150

Forward all resulting lawsuits
and insurance claims to:

Woodstock '99
996 Promotion Way
New York 10039

* Abandoned Military Base, Rome N.Y.

**3 DAYS
% PRICEY
MAYHEM**

**THE
MAD
20**

14 STOCK MARKET FRENZY

With 24-hour-a-day online trading, sophisticated computer economic forecasts and "expert" advice from financial wizards, 1999 seemed like a year that virtually every American made millions in the stock market — except you, Dummy! But wait! In the words of Fed Chairman Alan Greenspan, the bull market is a result of "irrational exuberance" (read: Watch out, nimrods, what goes up, must come down!) But who cares about stuffy old Alan Greenspan? We're all going to be millionaires! There are lots of great investment opportunities out there! Buy low, sell high, read on...

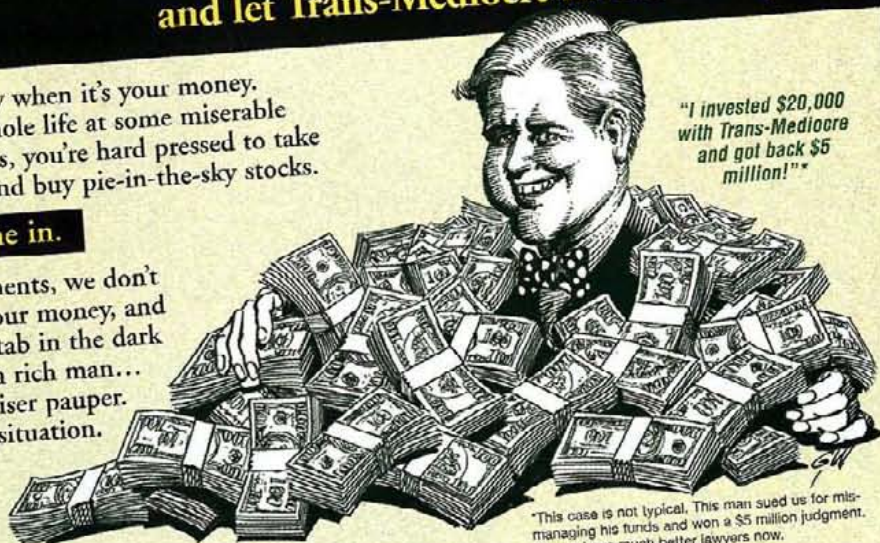
A TYPICAL INVESTMENT AD FOR SUCKERS (LIKE YOU!)

You've spent years working hard to carefully build up your savings...
...isn't it time you threw caution to the wind and let Trans-Mediocre invest it for you?

Investing is tough, especially when it's your money. When you've toiled your whole life at some miserable job just to make a few bucks, you're hard pressed to take wild, off-the-wall chances and buy pie-in-the-sky stocks.

That's where we come in.

At Trans-Mediocre Investments, we don't have an emotional tie to your money, and we're willing to take that stab in the dark... that just might make you a rich man... or, at very least, a much wiser pauper. Either way, it's a win-win situation.



"This case is not typical. This man sued us for mis-managing his funds and won a \$5 million judgment. But we have much better lawyers now."

Variety and Quality
From Full-Load to No-Load to What-a-Load, we have a wide variety of funds, custom-tailored to meet our investment needs. (These needs may coincide with your needs.) And all of our funds, including our popular Asset Misallocation Manager and the all-new Trans-Mediocre Slow Growth Fund, have received a four-star rating from Bondcore Investment Graders, a leading investment rating service that we just happen to own.

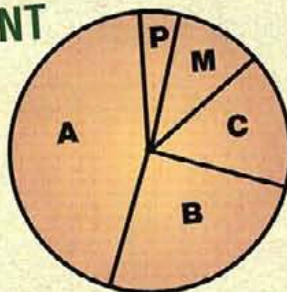
No Charge for Trades
You deserve value for your money. While other investment services charge you for each trade they make, we don't. That's because our fees are well-hidden under different names like "transfer fees," "surcharge fees," "portfolio fees," and tons of other obscure charges that more than cover the money we lose by giving you free trades.

Get The Results You Deserve
Just take a look at these impressive one-, five- and ten-year returns:

One-Year	Five-Year	Ten-Year
47%	38%	42%

Past performance is no guarantee of future results, especially since these aren't even the results of our funds.

IMPORTANT PIE CHART



Our Favorite Kinds of Pie

A=Apple
B=Blueberry
P=Peach
C=Cherry
M=Mince



If you can read this disclaimer, call our toll-free hotline and we'll send you a disclaimer with even smaller print. Funds which are allotted and segmented to the full or partial declining sub-balance of the original transfer appropriation and sub-balance cannot be applied as a subvention of the stipend. Except on February 28th. At noon. EDT. During a tidal wave. This is not a prospectus, merely an abridgment of a compendium which is on file in the sub-basement of our tower. You are welcome to examine this document, but bring a flashlight, because there are no lights in the sub-basement. Just snakes, rats and spiders.

15 BEANIE BABIES CALL IT QUITS... YEAH, RIGHT!

Forget the Y2K computer problem — nobody's noticing the TRUE nightmare due to occur on December 31, 1999. They're retiring all the Beanie Babies! Now, a cynic might say that Ty, Inc. is pulling this stunt to slow the collapse in Beanie sales...that they have a long history of using every ethics-free tactic in the book...and that on January 1st, there'll be a fresh batch of brand-NEW collectibles for imbeciles with too much spare cash! And that's why we like cynics. But even if they do disappear forever, the damage to collectors has been done, as we outline in a highly collectible chart we call....

THE TELLTALE SIGNS OF P.B.S. (Post-Beanie Syndrome)

Hair — missing several clumps, after repeated altercations with other Beanie shoppers trying to stop her from getting near the good ones.

Cheeks and mouth — permanently twisted into non-stop "awwww" expression.

Shoulders — permanently hunched from time wasted in idiotic AOL Beanie chatrooms.

Stomach — bloated and churning, from eating 68 Happy Meals in one week just to get the Teenie Beanie that went with them.



ARTIST: LISA HANEY

WRITER: DESMOND DEVLIN

Eyes — bloodshot from scanning each and every one of the 1,304,551 on-line www.Beanie sites, just in case one of them ever offers an Inky the Octopus Beanie for a bargain \$600.

Ears — flattened and bruised from long hours spent on the telephone with Home Shopping Channel operators.

Arms — scarred from bite marks, caused when she put her 2-year-old daughter in a chokehold for daring to play with her mint Doodle the Rooster Beanie.

Feet — still caked with Yankee Stadium goo, from the last time they did a weekend giveaway Beanie promotion.

16 RANDOM ACTS OF SENSELESS VIOLENCE

Question: How many times in 1999 did some wacko go nuts, pick up a gun and start shooting innocent people? Sadly, we've lost count. Reports of senseless violence have become as commonplace in the news as stories about the guy who won millions in the lottery and then went bankrupt a year later. And as long as the NRA has Congress in its pocket, nut jobs will have easy access to guns and the body count will rise. Just watch. And while you're at it, keep a keen eye out for...

A BUMPER STICKER WE'RE SURE TO SEE



525i

LIFE QUALITY

MY CHILD WAS AN HONOR STUDENT AT CENTRAL HIGH... UNTIL HE WAS SHOT BY SOME PSYCHOPATH

THE MAD 20

17 TAE-BO FITNESS FOR FOOLS

It emerged from the fetid swamp of late night infomercials and it looked like a winner (well, at least compared to the Ronco Showtime Rotisserie and Barbecue). Tae-Bo – a combination of kick-boxing and dance, taught by bald-headed, second-rate actor Billy Blanks – was supposed to deliver bigger muscles and a stronger heart. Instead, it delivered excruciating knee pain and agonizing back injuries. But don't worry! Victims of Tae-Bo can try...

AS SEEN ON
CABLE TV
Every 5 Minutes

THE HOTTEST PHONY-BALONEY WORKOUT CRAZE IN AMERICA!

TIE•BLO™

Billy Bankrolls has appeared on the commercial breaks of *Oprah*, *The Today Show*, and *Good Morning America*! He's also been seen in the ad pages of *People*, *Time* and *Sports Illustrated* and most recently in the "Not Recommended" sections of *Fitness*, *Video Monthly* and *Consumer Reports*!

"AWESOME!"
"FANTASTIC!"
"INCREDIBLE!"

That's how superstar athletes and Hollywood celebrities such as Shaquille O'Neal, Sinbad and Carmen Electra describe the endorsement fees they've received to plug TIE•BLO.

WHAT IS TIE•BLO?

Personally developed by Billy Bankrolls, seven-time World Infomercial Con-Job Champ, TIE•BLO combines the proven muscle-stretching power of tying your shoes with the aerobic benefits of blowing bubble gum! The Result? The most effective method of separating you, the consumer, from your money since the Chia Pet and the George Foreman Lean Mean Grilling Machine!

And best of all, unlike other workouts, once you inevitably give up on TIE•BLO, there's no huge unwieldy piece of exercise equipment which you'll have to try and unload on eBay for 10 cents on the dollar!

ORDER NOW!

1-800-555-121 This is a toll-free number!

1-900-555-121 This is our super-expensive number where you can actually order the tapes!

Or, use the inconvenient coupon below

- ☐ Yes, please rush me the TIE•BLO workout videos so I can watch them once, then toss them in the closet with all the other goofy exercise junk I've bought off TV! I pay only \$39.95, plus \$17.00 randomly-set shipping and handling charge.
- ☐ I prefer my tape to be on a spool and in a VHS cassette so I can actually play it on my VCR, so I'm adding the standard \$12 "spooling fee."
- ☐ Since I would like my tape as soon as possible, I'm adding \$9 so you can write the word "RUSH" on my package before you send it Third Class mail.

Send check or money to:

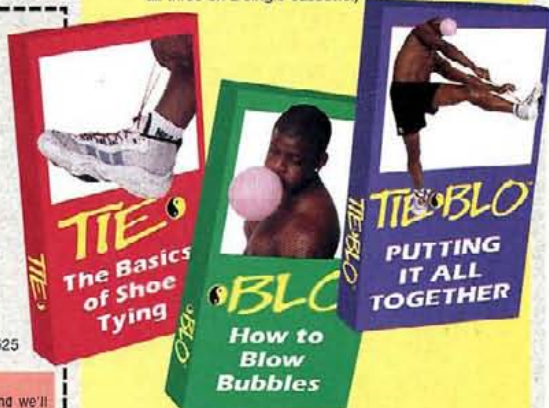
Billy Bankrolls Enterprises 711 Fraudulent Blvd. Vista Del Sham, CA 93525

100% SATISFACTION GUARANTEE

If you are not 100% satisfied with your exercise program, return the tapes to us and we'll IMMEDIATELY send them to someone else - no questions asked! We will not rest until the tapes you returned end up with someone who is 100% satisfied - even if that person turns out to be Billy Bankrolls himself! It's all part of our "no questions asked, no money returned" guarantee!

Buy two videos, get one FREE!

(And forget about the fact that these videos are so short, we could've fit all three on a single cassette!)



NOTE: Bubble Gum and Shoelaces sold separately.

18

LIST-O-MANIA!

It was the Year of the List, as the media and institutions rushed to reduce every aspect of the decade, century and millennium into arbitrary rankings. From the pretentious to the just plain confusing, it seems the one thing on everyone's To-Do List was "make more lists"! But we're different — we're wrapping up this trend by, um, making a list called...

12 STUPID LISTS YOU MAY HAVE MISSED

1. The *Entertainment Weekly* Power 50: 50 Clients of Publicists We Owe Favors To
2. The *Newsweek* 100: 100 Lamest Issues of *Time*
3. The *History Channel's* 100 Greatest Years of the 20th Century
4. Tom Brokaw's Ten Most Amusing Pronunciations of the letter "R"
5. *Esquire* Presents: Pamela Lee's 8 Most Intriguing Breast Sizes
6. *Teen People's* Zil List — The 25 Most Intriguing Celebrity Skin Blemishes
7. Jerry Springer's Book Club: 50 Books that can be Swung like Clubs into your Loved One's Face
8. The *American Film Institute's* 100 Greatest Movie Legends Now Appearing in Appliance Commercials Long After Their Deaths
9. The *Popular Mechanics* 100: The 100 Most Popular Mechanics of the 20th Century
10. *Modern Bride* Presents the 10 Greatest Weddings of Larry King
11. *Cosmopolitan's* 10 Most Recycled Sex Tips in An All-New Order
12. *FOX TV's* 10 Funniest Tornadoes

WRITER: TOM STERN

HEALTH WARNING: Sure, go ahead and consult a physician before starting this fitness program...if you like the idea of blowing \$75 for an appointment so that, in a month or so, some quack will keep you waiting for an hour and half and then see you for two whole minutes just to tell you to "eat less and do push-ups."

PHOTOGRAPHER: IRVING SCHILD
WRITER: MIKE SNIDER

**WHAT FORMERLY
HOT PROPERTY
WENT DOWN
NOTICEABLY
THIS YEAR?**

HERE WE GO WITH A SPECIAL EDITION MAD 20 FOLD-IN

Everything that goes up must come down. Things that were once bursting with promise are now mere shells of their former selves. To find out what our nineteenth dumb thing of the year is, simply fold page in as shown in diagram shown on right.



A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



PAINFUL THOUGH IT MAY BE THERE IS NO QUICK REMEDY FOR SHRINKING ASSETS. A GREAT NEW FORMULA AND OUTLOOK FOR STARTING OVER IS NECESSARY. A PERSON'S BROADER GOAL IS PERSONAL INTEGRITY. SURELY LEAST IMPORTANT IS THE CONDEMNATION OF VARIOUS ASSAILANTS

A

ARTIST AND WRITER: AL JAFFEE

B

**THE
MAD
20**

20

JAR-JAR BINKS INTERGALACTIC STEPIN FETCHIT

Leave it to George "Don't-Forget-He-Also-Made-Howard-the-Duck" Lucas to actually come up with a character more irritating than the Ewoks! Even more impressive, Jar-Jar Binks pulled off the improbable feat of offending three social groups who for many years have endured society's intolerance: blacks, gays and Star Wars geeks. How wude! We can only hope that by 2002, George will let us know The Force is again with him by releasing

A MOVIE POSTER WE'D ALL LIKE TO SEE



PARADA

ARTIST ROBERTO PARADA

STAR WARS EPISODE II A GALAXY REJOICES

THE
MAD
20



A nine year old boy sees ghosts everywhere he looks. That's pretty spooky! For help, he turns to a child psychologist played by Bruce Willis. That's even spookier! It shows the kid has...

THE SICK SENSE

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO

I'm Doctor Malcoma Croup, gifted child psychologist! As you can see by my half-hearted smirk, I'm particularly good at conning childr— er, at **TREATING** children with psychological problems! What a doctor fears most is when those children grow up to become adults, and realize my treatment failed them — as evidenced by the semi-nude, deranged former patient holding a gun on me and my wife! I'd offer to help him, but I don't accept his HMO plan! Tough break for him!

Remember me, Doc! I tried to commit suicide by jumping out a third story window, slitting my wrists, hanging myself and swallowing poison! You classified me as "a bit moody," and "not very good at completing tasks"! Well, I completed something today, Doc! I found out where you lived, and I broke into your home! And I just completed undressing!

Please put down that gun! You're not giving my husband very much credit for his outstanding work! In all the years he's been treating people, not once did he have the luxury of a totally-adjusted, well-balanced person coming to him to seek treatment! Don't you think it wears on a psychologist, when only mentally deranged people like you — you friggin' nutjob — come to him for help!? Look, we've just finished an expensive bottle of wine to celebrate an important award my husband won! And now we're about to make love! So can you put down the gun for 30 seconds till he's finished?



I'm Mrs. Seer! There's something very strange about my son, Cold! Sometimes he seems to talk to invisible people, and when he does, the temperature in the house plummets and it gets as cold as a morgue! Sure, I wish he could be more normal, but on the other hand we save a fortune on air conditioning!

So that's the new doctor who's going to help me! He seems kind of animated! At least he seems animated when you compare him to the people I talk to most: dead people!

I'm the family dog! No one walks me or plays with me! And it's been so long since they fed me, I'm about to become a dead dog, which won't be so bad! At least once I'm dead, Cold will pay more attention to me!

Are you a good doctor, Malcoma?

I'm not sure. So many of my patients commit suicide, it's hard to get reliable feedback! Tell me, Cold, how come you wear glasses without lenses?

Hi, Cold...

My vision is normal, but glasses are a good disguise!

That's silly! Just putting on a pair of glasses won't fool anyone!

Really? Try telling that to Clark Kent! He's been disguising himself for 50 years by just putting on glasses!

Hiya, kid!

No fooling? No wonder you never see him and Superman at the same time! Huhmmmm...

And YOU'RE gonna help ME!? Hoo-boy, right!

Let's play a game! Every time I say something right, you take a step toward me! Every time I say something wrong, you take a step back! Ready...?

You really don't see ghosts... You say you do to get attention... You hope no one discovers you're making it all up... You actually feel quite superior to people... How am I doing, Cold? Cold?

You'll have to speak LOUDER. Doc! You're so wrong, I'm already SEVEN BLOCKS AWAY! Keep guessing like that and I'll be across the state line in less than an hour!

Do you always play alone inside a church?

Why? Does that make me a freak?!

You're not a freak! People are NOT freaks!

How about the kid who walks me to school and pretends to like me - but only when my mom's watching!

Okay, let's just say MOST people aren't freaks!

And how about that guy sniffing around your wife?

Alright, alright already! You've made your damn point!

I'm sorry I'm so late for our anniversary dinner, dear, but no matter how early I start out, I just can't seem to be on time! Let's face it, I'm the kind of guy who'd be late for his own funeral! I'm glad you ate already, because I wasn't going to order anything! I don't know what it is, but lately food seems to just go right through me!

Does anybody know what this building was before it was converted into a school?

It was a place of pain and suffering, where people were stripped of their dignity and their worldly goods!

You're completely wrong! This building was a courthouse full of lawyers!

Exactly!



Thanks for inviting us here! Normally Cold likes to stay by himself!

I think the kids sense that! So to make him feel more at home, they've locked him in the attic!

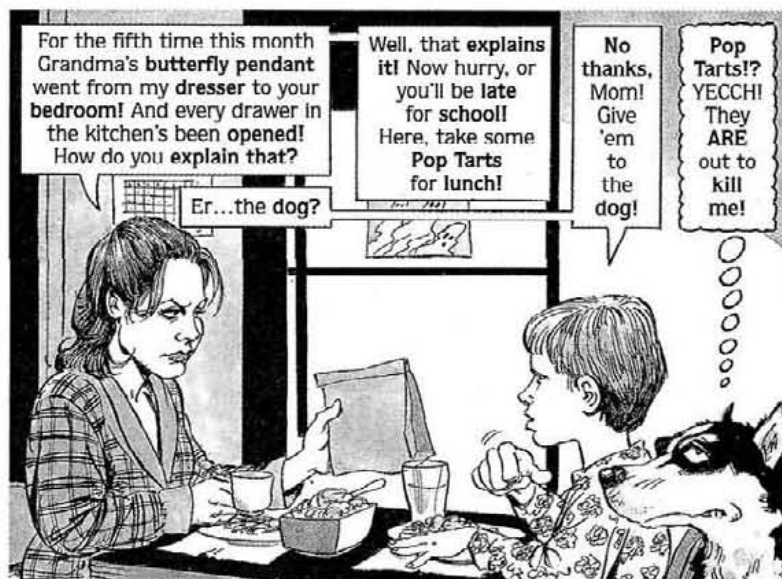
What a wuss! Ten minutes in a coffin-like room with no air, and he screams like a baby!

HEE LLP MOMMY

What happened to my son today? I've never seen him so hysterical! Did he have a seizure?

Let me put it in medical terms: a lot of "spooky, weird stuff" happened to your son! And how did he get those cuts and bruises on his arms?

Who knows? Not from me! I'm a good mother! Cold gets whatever he wants! He LOVES Cocoa Puffs and Pop Tarts! I let him eat them for breakfast, lunch and dinner! Even on Christmas and Thanksgiving! I'm the perfect modern parent!



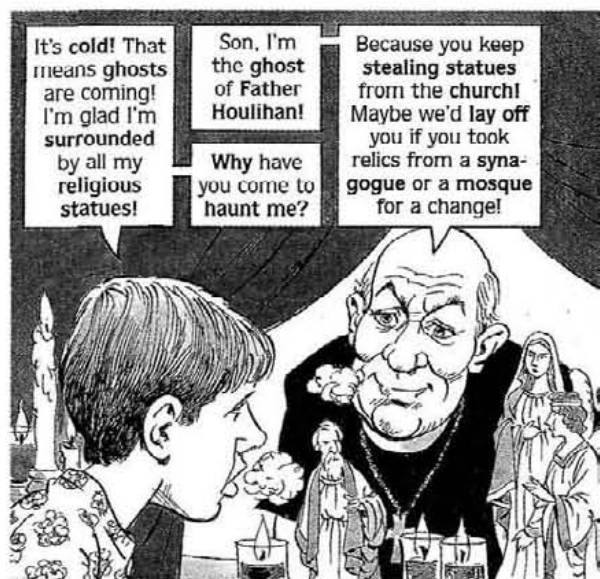
For the fifth time this month Grandma's butterfly pendant went from my dresser to your bedroom! And every drawer in the kitchen's been opened! How do you explain that?

Er...the dog?

Well, that explains it! Now hurry, or you'll be late for school! Here, take some Pop Tarts for lunch!

No thanks, Mom! Give 'em to the dog!

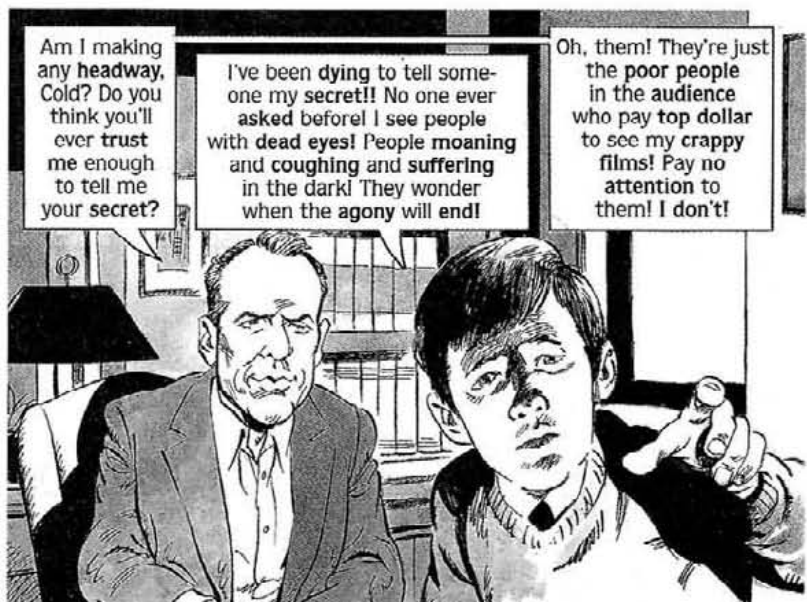
Pop Tarts? YECCH! They ARE out to kill me!



It's cold! That means ghosts are coming! I'm glad I'm surrounded by all my religious statues!

Son, I'm the ghost of Father Houlihan! Why have you come to haunt me?

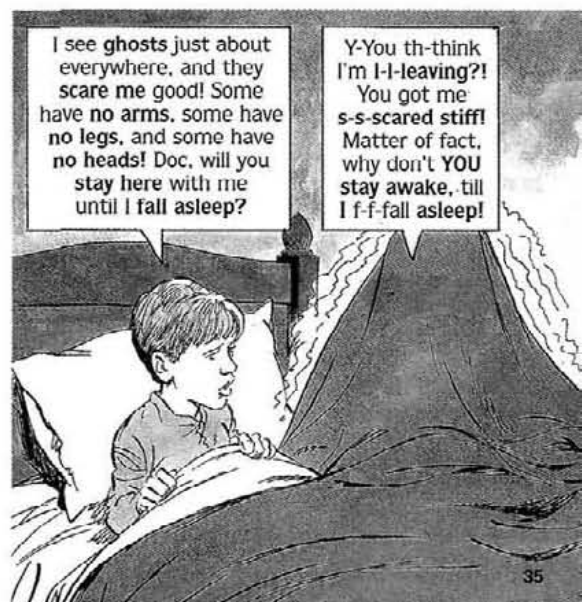
Because you keep stealing statues from the church! Maybe we'd lay off you if you took relics from a synagogue or a mosque for a change!



Am I making any headway, Cold? Do you think you'll ever trust me enough to tell me your secret?

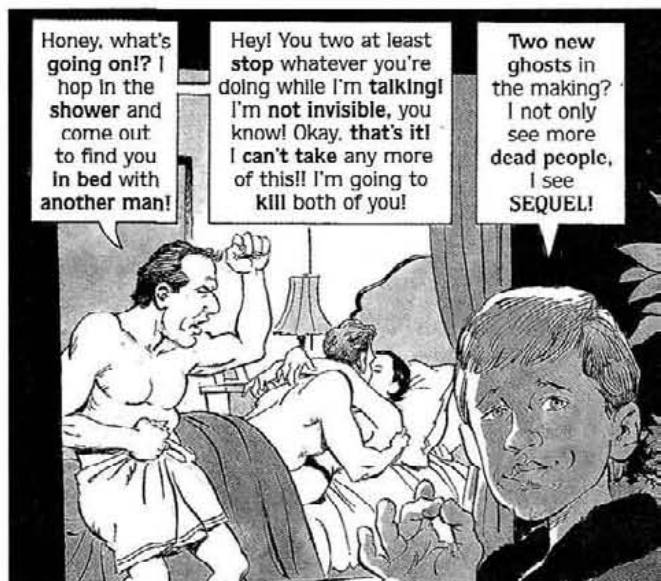
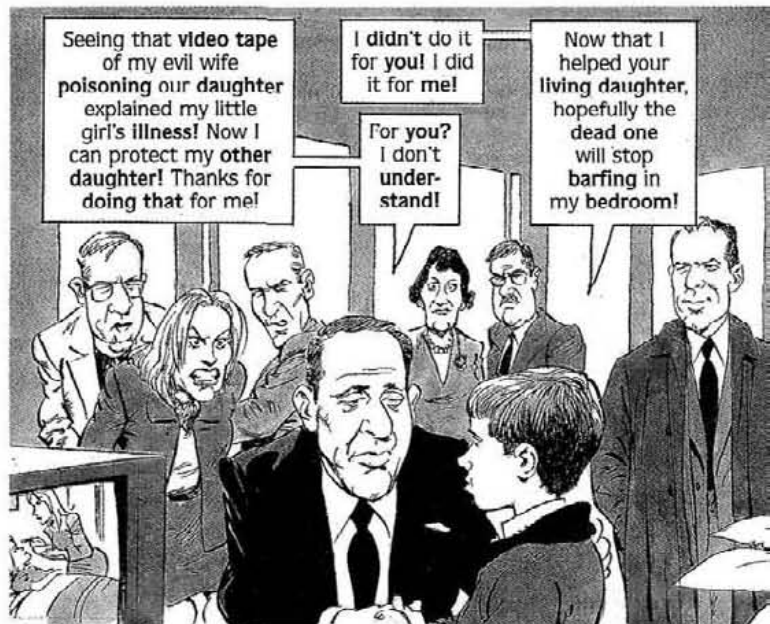
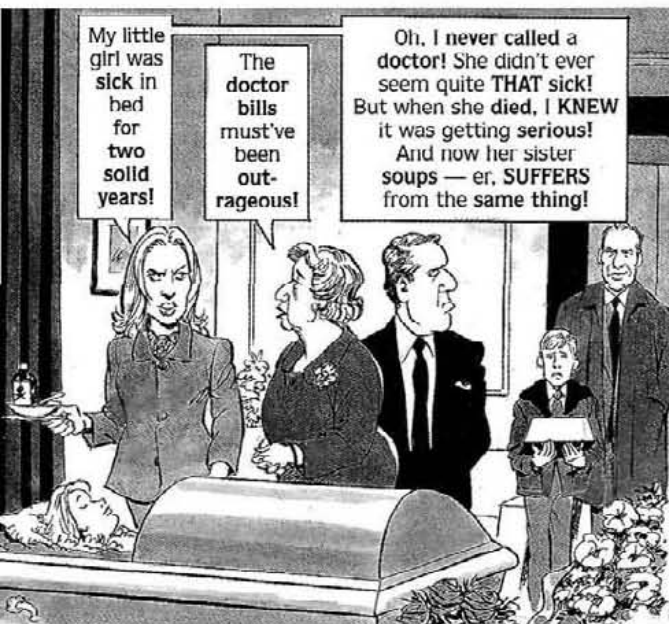
I've been dying to tell someone my secret!! No one ever asked before! I see people with dead eyes! People moaning and coughing and suffering in the dark! They wonder when the agony will end!

Oh, them! They're just the poor people in the audience who pay top dollar to see my crappy films! Pay no attention to them! I don't!



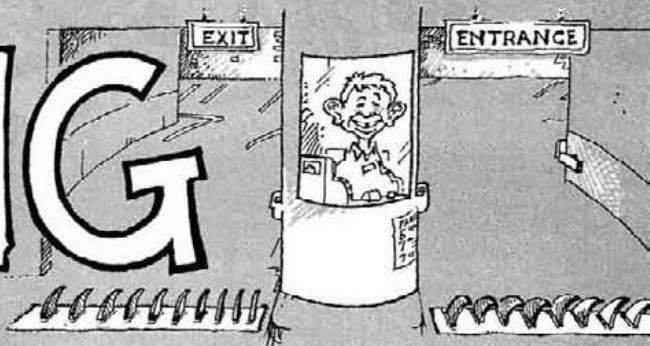
I see ghosts just about everywhere, and they scare me good! Some have no arms, some have no legs, and some have no heads! Doc, will you stay here with me until I fall asleep?

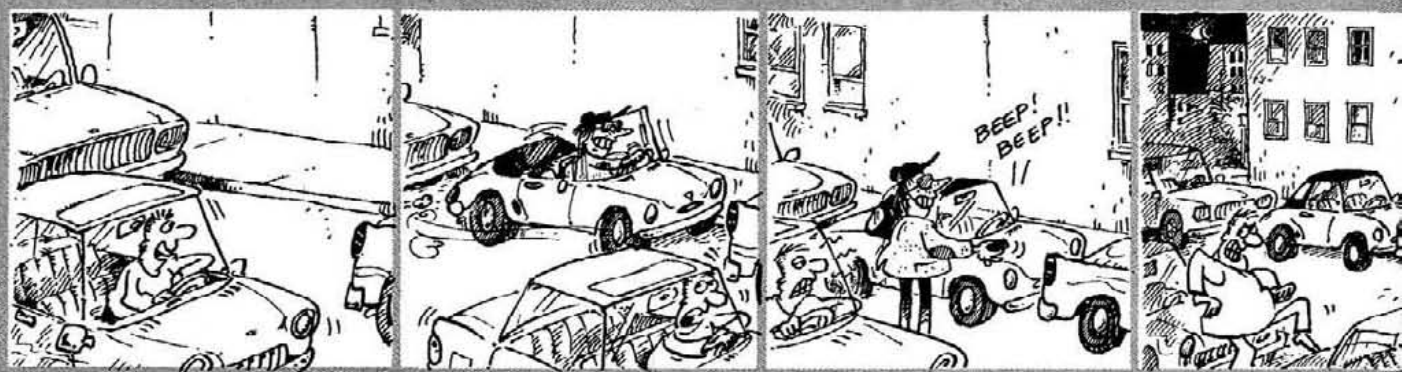
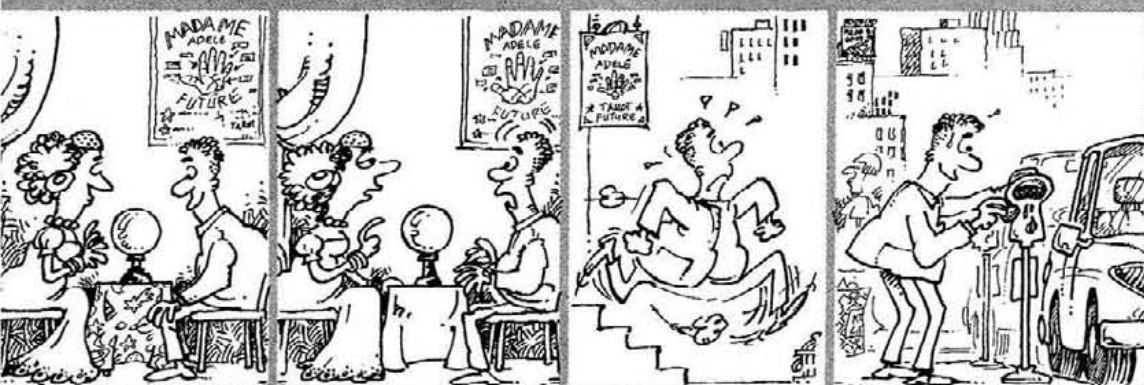
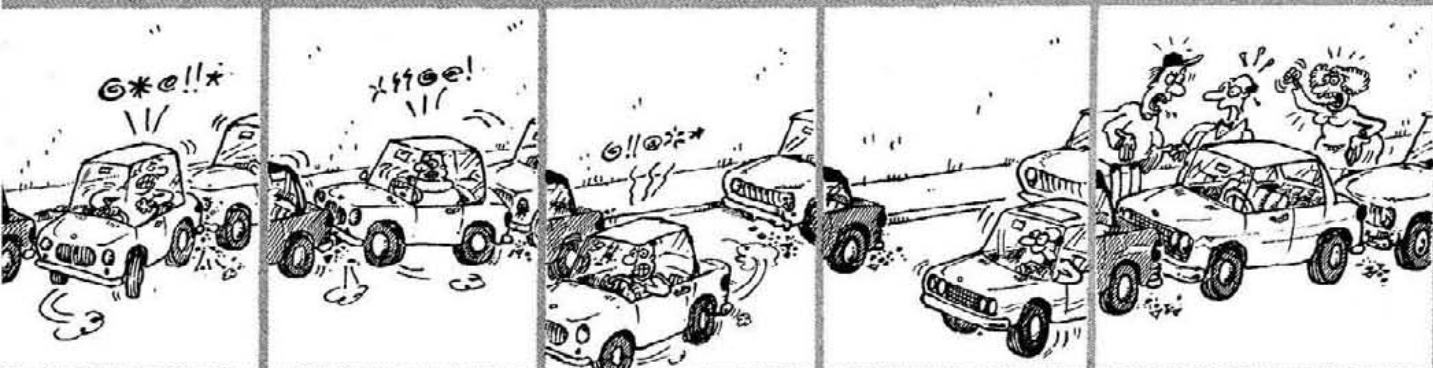
Y-You th-think I'm l-l-leaving?! You got me s-s-scared stiff! Matter of fact, why don't YOU stay awake, till I f-f-fall asleep!

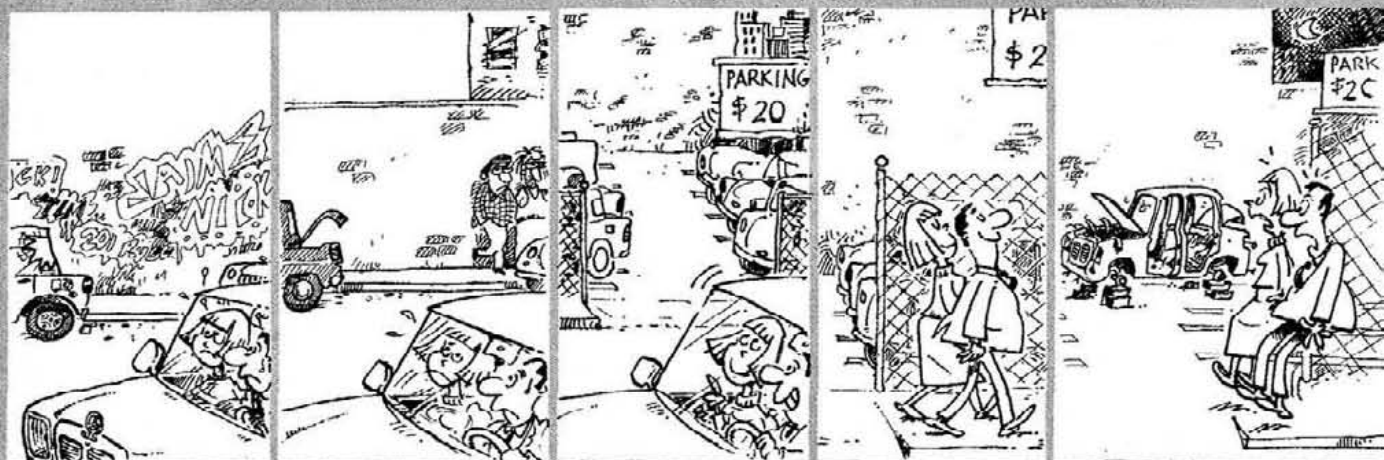


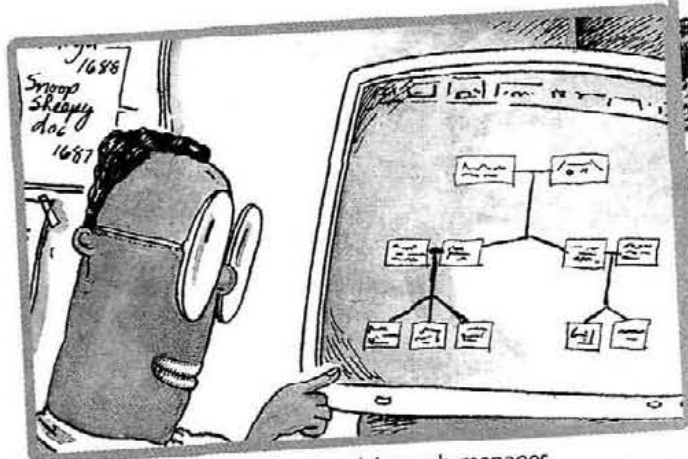


A MAD LOOK AT PARKING









JENKINS' millennial search manages to chart his family tree all the way back to his African ancestors in 1488.

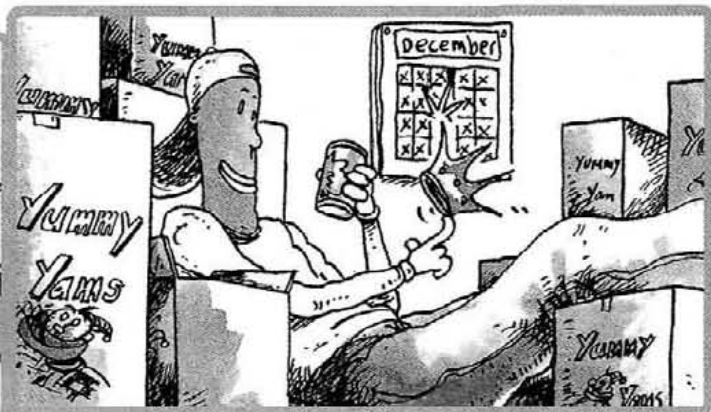


MELVIN's mom tells him that she's 90% sure his dad was one of the Doobie Brothers.

Melvin &

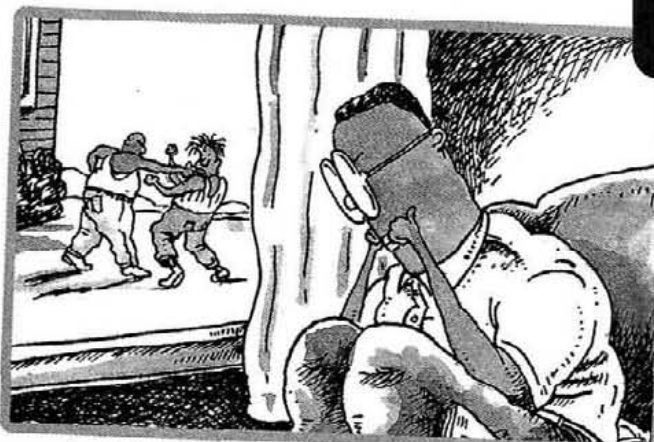


JENKINS doesn't think any of the hysterical "end of the world" scenarios hold much water, if you just take 30 seconds to think them through.



MELVIN sits wedged between his hoarded goods, just counting the days until his humongous stash of canned yams makes him THE most important man of the apocalypse.

Guide to the



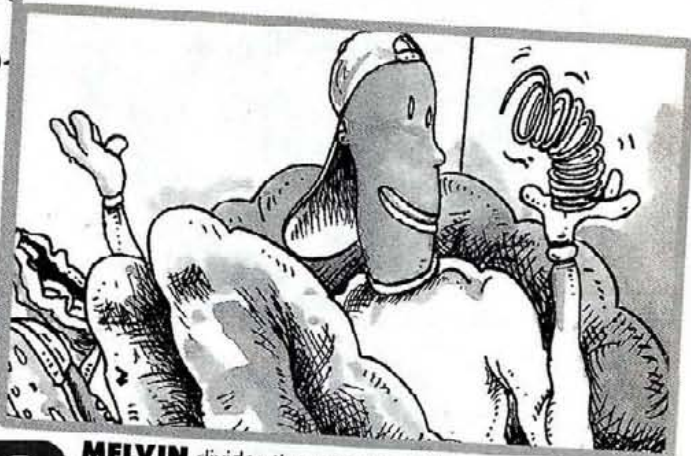
JENKINS ponders the sobering thought that in the past 1,000 years, the world has only seen 135 days without a war happening somewhere on Earth.



MELVIN wells up with tears, as he dreams of a brave new century in which Stone Cold Steve Austin and the Undertaker can, somehow, be friends.



JENKINS thinks that in retrospect, the greatest achievement of the 20th century may be Sir Alexander Fleming's discovery of penicillin in 1929, which sparked undreamed-of medical advances.



MELVIN divides the sum total of human history into two categories: "Before Slinky" and "After Slinky."



Jenkins'

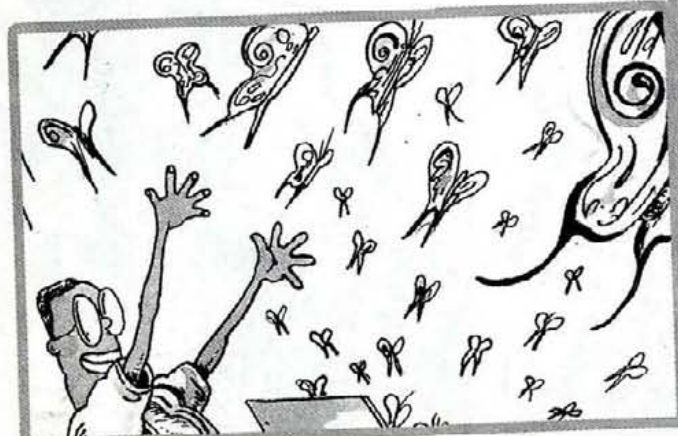


JENKINS takes all necessary precautions to insure that the Y2K bug won't make his computer think it's the year 1900.



MELVIN kicks a traffic cop in the nuts on January 1st, and when a second policeman puts him in a chokehold, laughs, "You can't arrest me... I was NEVER BORN!"

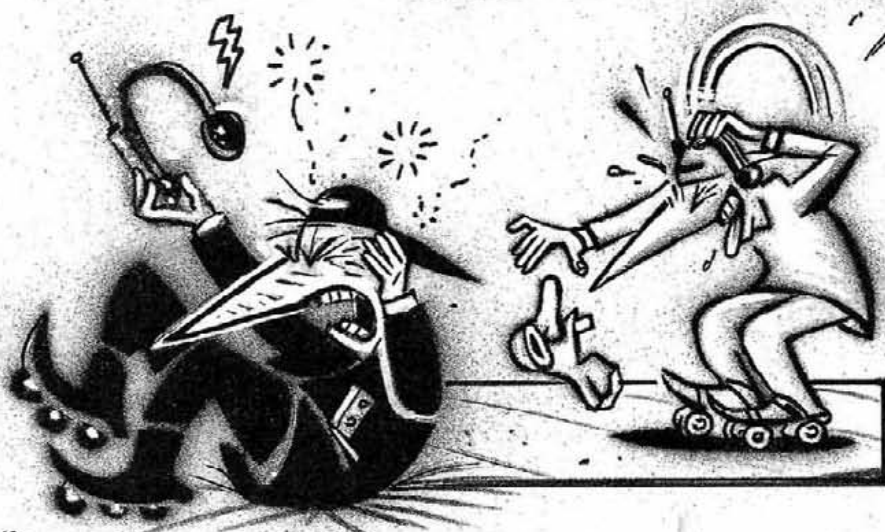
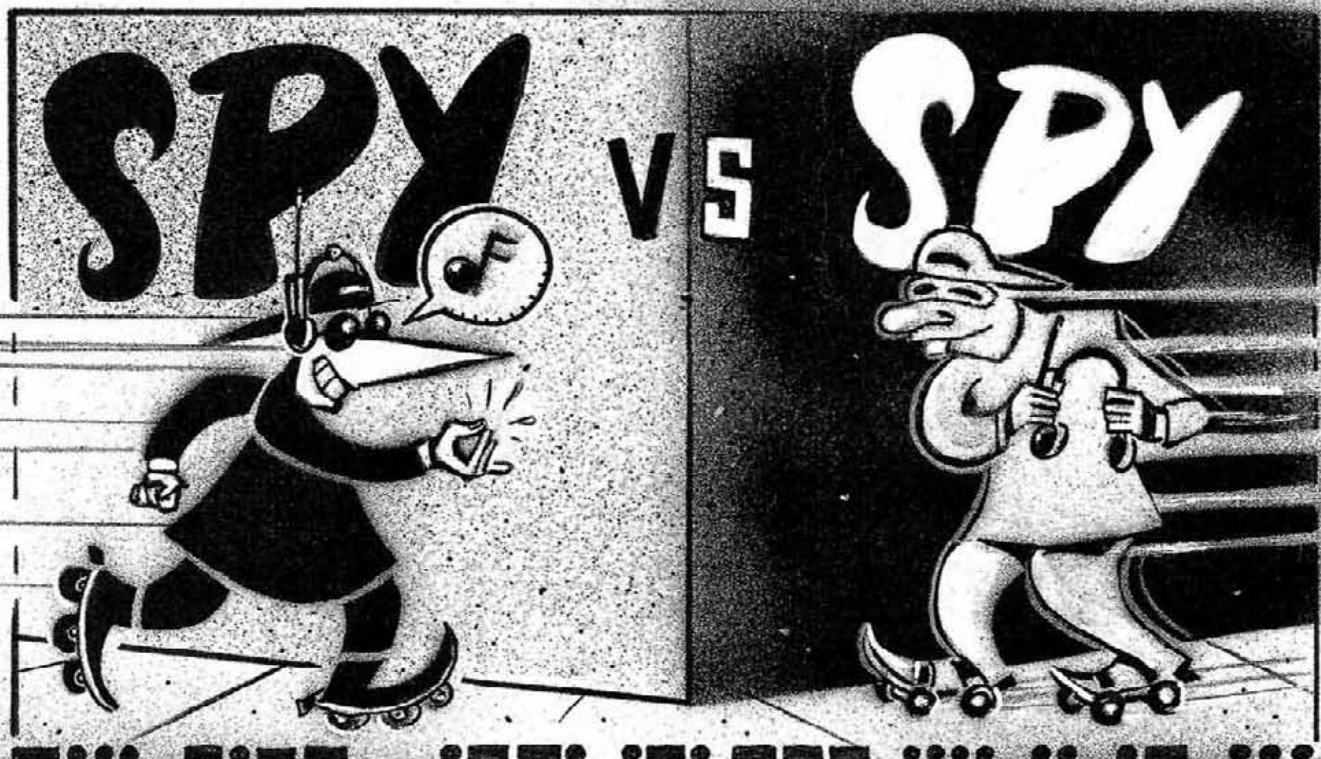
Millennium

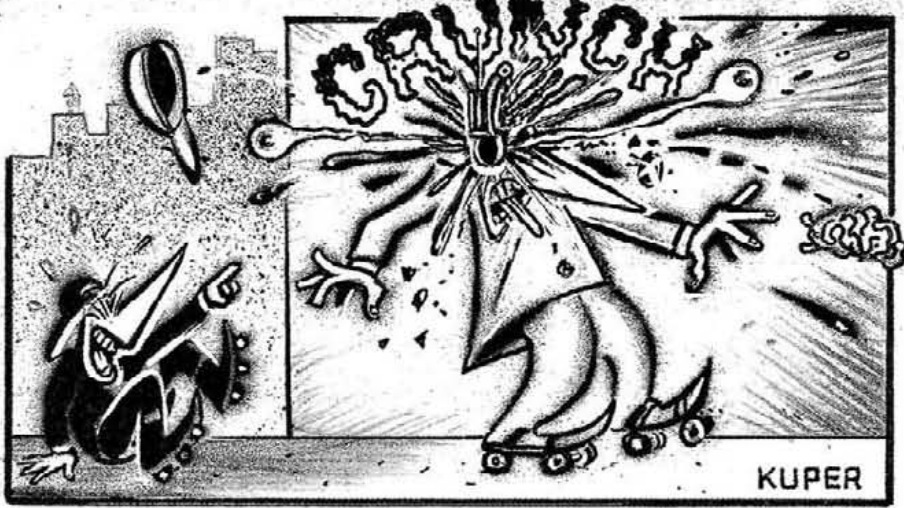


JENKINS releases 2,000 butterflies to commemorate the dawning of a new age.



MELVIN pukes up 2,000 ounces of rum, seltzer and Nyquil sometime around dawn.





KUPER

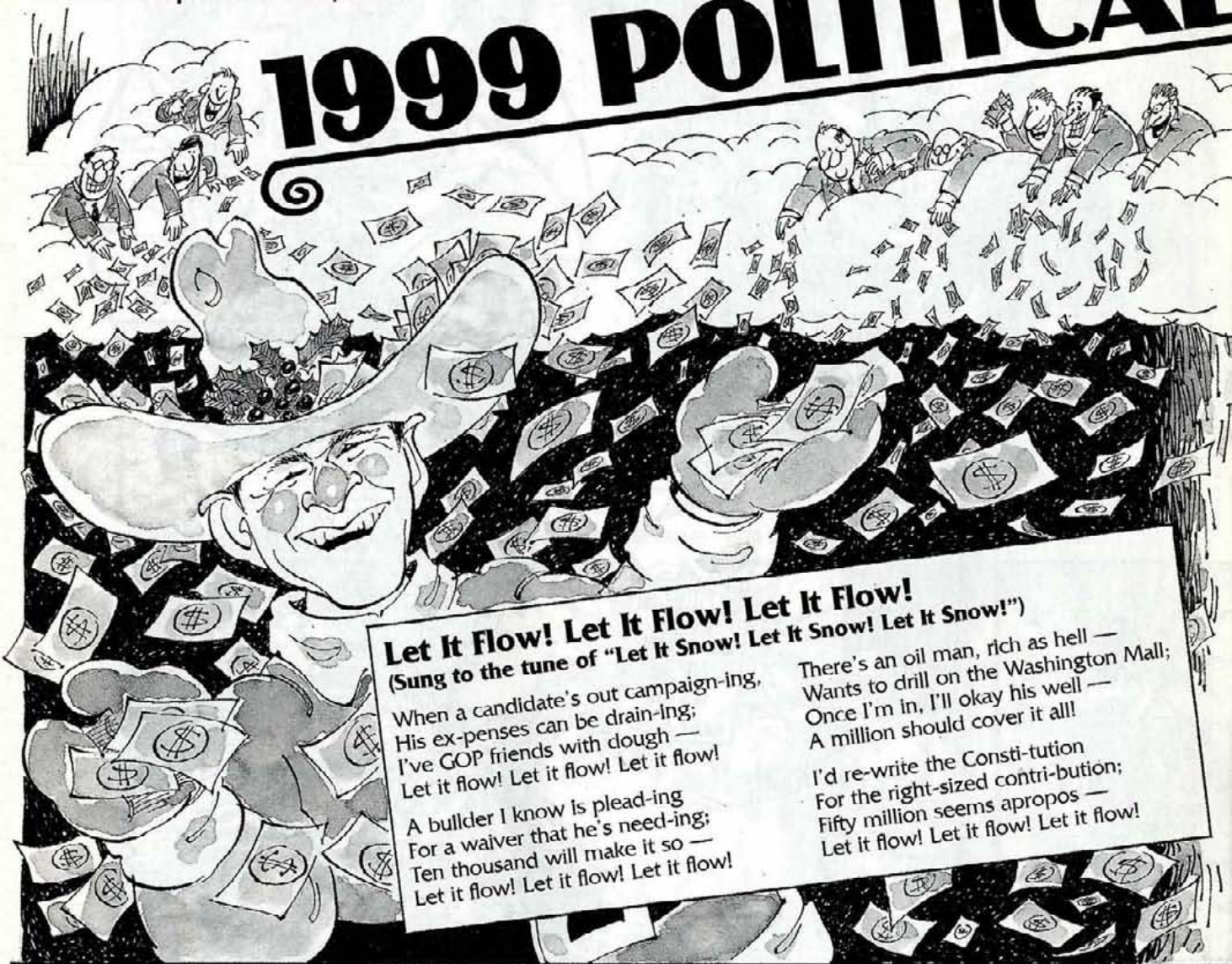


OH LITTLE TOWN OF WASHINGTON DEPT.

This season, when you are going around the neighborhood caroling, don't sing the same ol' dreck—sing some brand new dreck! So limber up those vocal cords, here's...

MAD's

1999 POLITICAL



Let It Flow! Let It Flow! Let It Flow! (Sung to the tune of "Let It Snow! Let It Snow!")

When a candidate's out campaign-ing,
His ex-penses can be drain-ing;
I've GOP friends with dough —
Let it flow! Let it flow! Let it flow!

A buldier I know is plead-ing
For a waiver that he's need-ing;
Ten thousand will make it so —
Let it flow! Let it flow! Let it flow!

There's an oil man, rich as hell —
Wants to drill on the Washington Mall;
Once I'm in, I'll okay his well —
A million should cover it all!

I'd re-write the Consti-tution
For the right-sized contri-bution;
Fifty million seems apropos —
Let it flow! Let it flow! Let it flow!

The Candidate's Smear Anthem

(Sung to the tune of "Deck the Halls")

Spread the word your foe's a booz-er!
Fa la la la la — la la la la!

Whisp-er he's a cocaine user!
Fa la la la la — la la la la!

Hint that he's a child mo-lest-er!
Fa la la — la la la — la la la!

Plus he wears cheap poly-ester!
Fa la la la la — la la la la!



Christmas Carols

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



Lookin' To Be Leader Of The Land (Sung to the tune of "Winter Wonderland")

See him there —
He's the VP;
When he talks
We get sleep-y;
He's showing once more
His talent to bore —
Lookin' to be leader of the land!

To his left
Is Bill Bradley;
Droning on
Just as badly,
So dull to the core,
He's out-Gore-ing Gore —
Lookin' to be leader of the land!

Listen to the party leaders cryin',
Dreadin' the election just ahead;
Clinton's been a sleaze,
there's no denyin' —
Now they'll have to
back the living dead!

On and on
They're emoting,
Spouting words
Not worth quoting;
Which one will it be?
Tweedledum?
Tweedledee?
Lookin' to be leader of the land!

Say that kickbacks he's been get-ting!
Fa la la la — la la la la!

Rumor that he's still bed-wet-ting!
Fa la la la — la la la la!

Talk a-bout his mob connec-tions!
Fa la la — la la la — la la la!

Smear, that's how you win elections!
Fa la la la — la la la la!



MAD's 1999 POLITICAL Christmas Carols

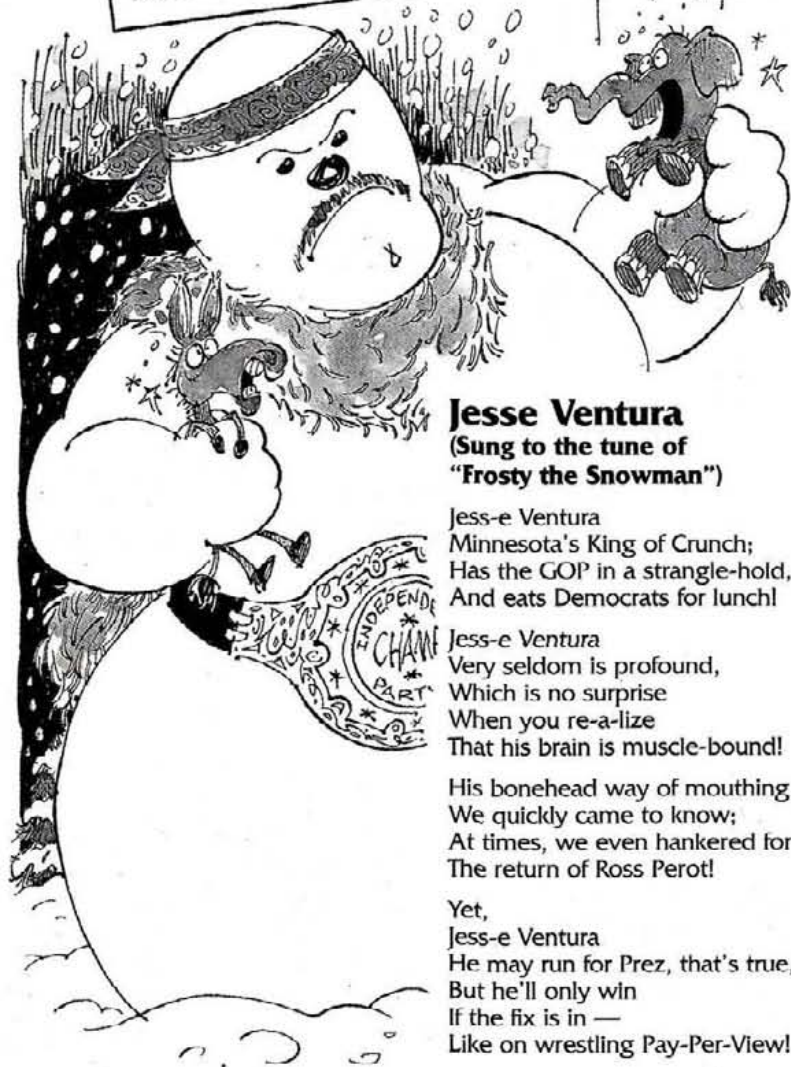
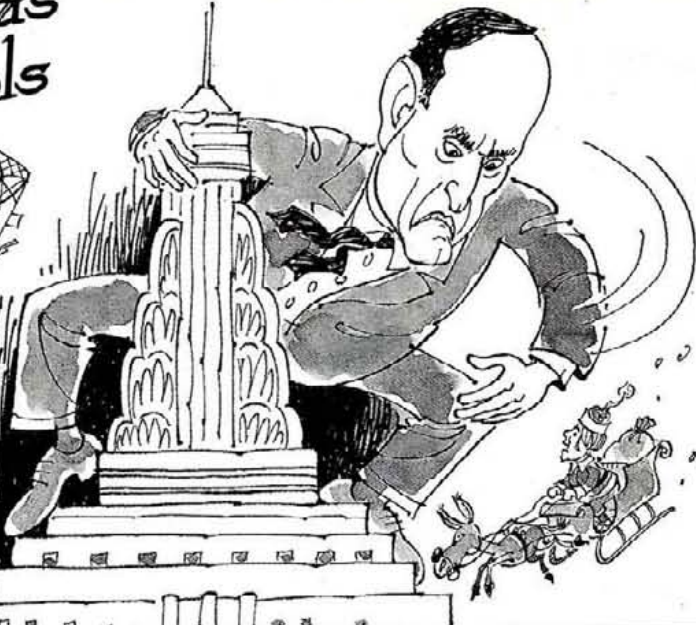
Rudy The New York Mayor (Sung to the tune of "Rudolph the Red-Nosed Reindeer")

Rudy the New York May-or
Never had much time for fun;
Jailed all the pimps and push-ers,
Took no crap from any-one!

Rudy bawled out re-porters
When his rulings were in doubt;
Secret-ly he was wish-ing
He could punch the bastards out!

Then one day in '99
He sought a Senate seat;
Now he plays the Nice Guy bit —
Lordy, how he's hat-ing it!

Rudy might wind up win-ning
If the voters he can fool;
But, if we know his temp-er,
Ten to one he'll blow his cool!



Jesse Ventura (Sung to the tune of "Frosty the Snowman")

Jess-e Ventura
Minnesota's King of Crunch;
Has the GOP in a strangle-hold,
And eats Democrats for lunch!

Jess-e Ventura
Very seldom is profound,
Which is no surprise
When you re-a-lize
That his brain is muscle-bound!

His bonehead way of mouthing off
We quickly came to know;
At times, we even hankered for
The return of Ross Perot!

Yet,
Jess-e Ventura
He may run for Prez, that's true,
But he'll only win
If the fix is in —
Like on wrestling Pay-Per-View!

Hark! The Pundits Do Their Thing (Sung to the tune of "Hark! The Herald Angels Sing")



Hark! The pundits do their thin-g!
Cokie raps with Larry King;



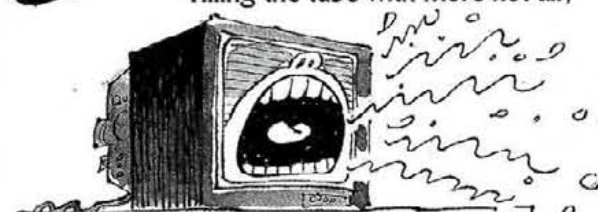
Novak yaks on Meet the Pres-s;
Rush spouts off on CBS;



George Will's gabbing with Bill Bennett;
Koppel's wrapped up half the Senate;



On and on, without a care —
Filling the tube with more hot air;



Talking heads heard ev'ry where —
Filling the tube with more hot air!

We Three Creeps From Washington Are

(Sung to the tune of "We Three Kings From Orient Are")

We three creeps from Washington are —
Five long years...we worked for Ken Starr;
Sneaking, spying,
Probing, prying
Tapping phones near and far!

Oh-h-h-h-h —
Starr got funding, Starr got nod;
Starr played big-shot; Starr played God;
Stumbling, bumbling,
Cases crumbling —
Starr got nowhere; Starr a clod!

We three creeps from Washington are —
Night and day we worked for Ken Starr;
Leaking phon-y
Test-i-mony —
Scumbags are what we are!

Oh-h-h-h-h —
Starr grilled Willey; Starr grilled Tripp;
Starr not savvy; Starr not hip;
Stumbling, bumbling,
Cases crumbling —
Starr sought verdict; Starr got zip!



Hillary Is Coming To Town

(Sung to the tune of "Santa Claus Is Coming to Town")

You better take care —
You better watch out —
A broad's on the way
with plenty of clout —
Hillary is coming to town!

The speeches she makes
Are sounding sincere;
That Whitewater stuff's
a "GOP smear" —
Hillary is coming to town!

She'd like to make the Senate —
She knows she's got the skill —
She'd also have a good excuse
to stay far away from Bill!

She's stumping New York,
And though she's a whiz,
She still doesn't know
where Buffalo is —
Hillary is coming to town!



GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

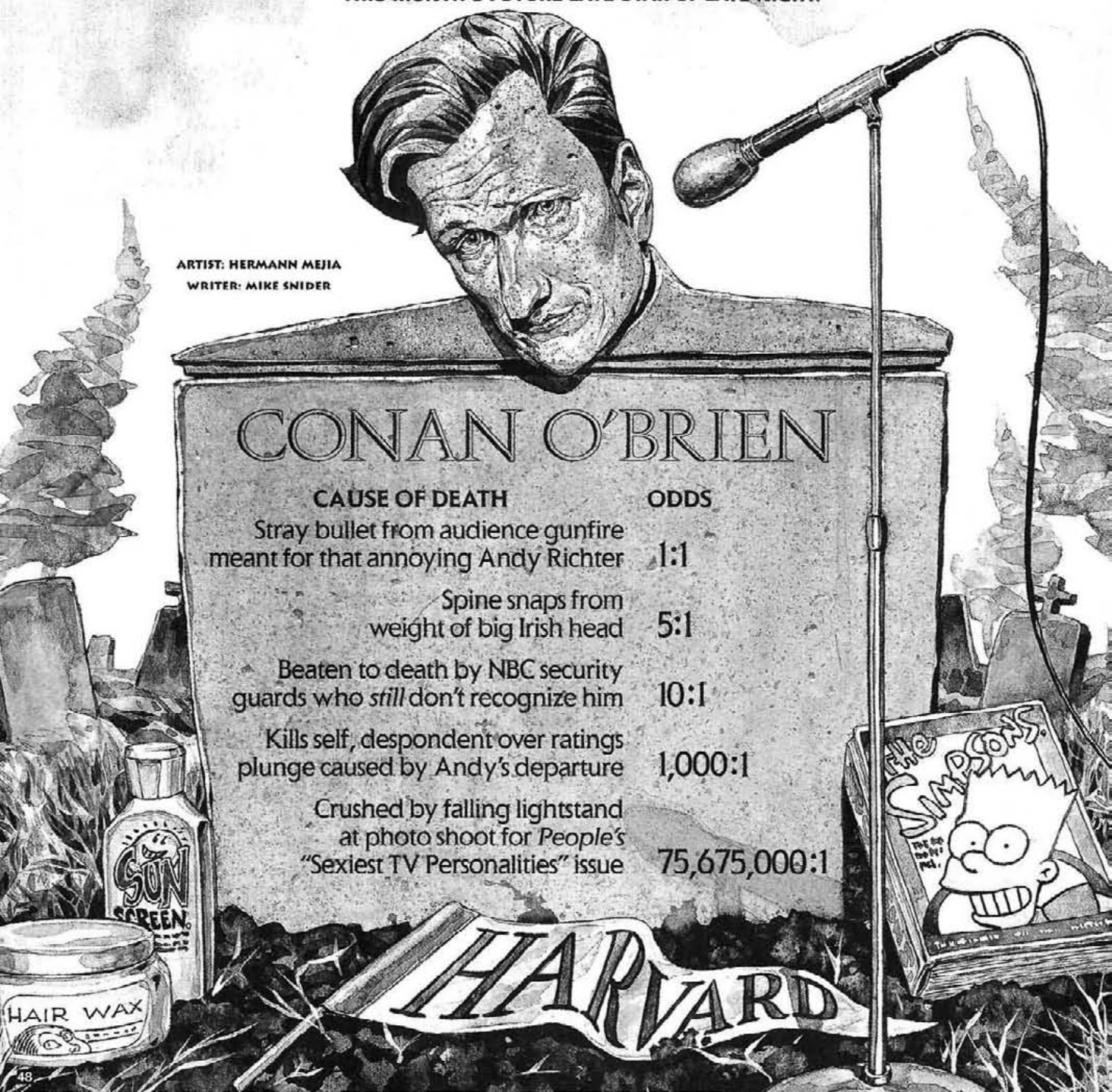
Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will be in need of a permanent guest host!

THIS MONTH'S FUTURE LATE STAR OF LATE NIGHT:

ARTIST: HERMANN MEJIA
WRITER: MIKE SNIDER

CONAN O'BRIEN

CAUSE OF DEATH	ODDS
Stray bullet from audience gunfire meant for that annoying Andy Richter	1:1
Spine snaps from weight of big Irish head	5:1
Beaten to death by NBC security guards who <i>still</i> don't recognize him	10:1
Kills self, despondent over ratings plunge caused by Andy's departure	1,000:1
Crushed by falling lightstand at photo shoot for <i>People's</i> "Sexiest TV Personalities" issue	75,675,000:1



WHAT BALL ARE
MANY PEOPLE
ANXIOUSLY WAITING
TO SEE
FINALLY DROP?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

To find out what infrequent special event hundreds—no, thousands—are gathering to see, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



A FRENZIED CROWD WAITS WITH ANTICIPATION FOR THE
THRILL OF THIS GREAT EVENT. TO ENJOY THIS SHOW BY
SHARING IT WITH OTHERS IS SUPER GRAND AND RE-
QUIRES NOTHING MORE THAN A GREAT SPIRIT.

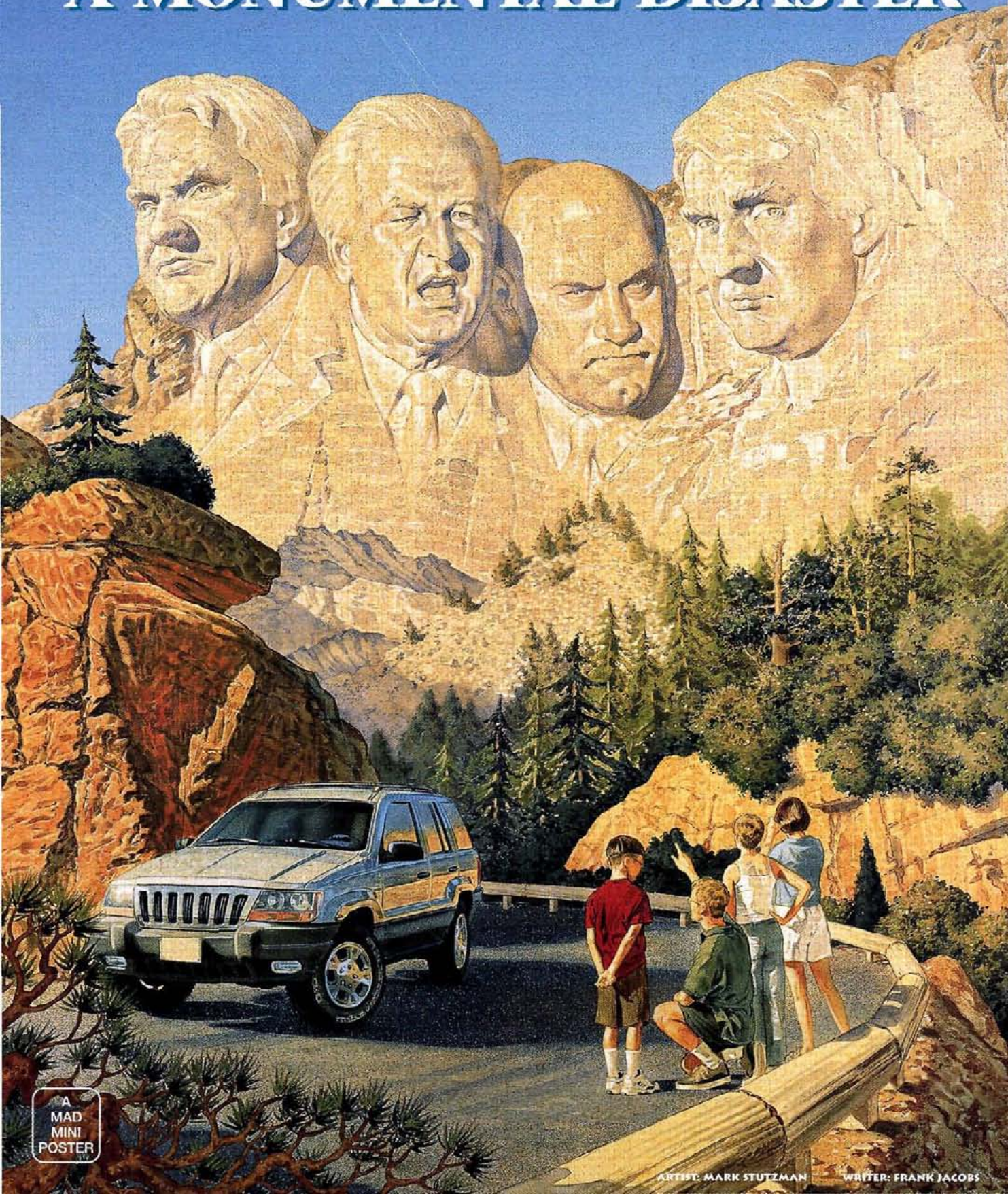
A

ARTIST AND WRITER: AL JAFFEE

B

Beatty, Buchanan, Ventura, Trump

A MONUMENTAL DISASTER



A
MAD
MINI
POSTER

ARTIST: MARK STUTZMAN WRITER: FRANK JACOBS